BOARD OF DIRECTORS MEETING  
Monday, March 26, 2018 at 6:30 p.m.  
City Hall, Everglades Conference Room  
9500 W. Sample Road, Coral Springs, FL 33065

AGENDA

I. Roll Call – J. Walsh, Chairman
II. Pledge of Allegiance – J. Walsh, Chairman
III. Citizens’ Comments – J. Walsh, Chairman
IV. Special Announcements and Comments – J. Walsh, Chairman
VI. Approval of Meeting Summary – J. Walsh, Chairman
   – January 18, 2018
   – February 26, 2018
VII. Revised Letter of Intent to Provide Tax Increment Revenue (TIR) Rebate Incentive for the Proposed Development of Coral Springs City Center – D. Lima, CRA Administrator (Request to Approve)
VIII. CRA Audit FY 2016 – 2017 – Anil Harris, RSM Engagement’s Senior Manager
IX. CRA Annual Report 2017 – D. Lima, CRA Administrator (Request to Approve)
XI. Chair and Vice Chair Appointment – S. Delegal, CRA Attorney
XII. CRA Update
   - Design of Downtown Wayfinding Signage - D. Lima, CRA Administrator
   - Downtown Merchants Meeting – D. Lima, CRA Administrator
XIII. Other Business – J. Walsh, Chairman
XIV. Adjournment – J. Walsh, Chairman

Note: Next CRA Board meeting Monday, April 23, 2018

Attachment(s) to March 26, 2018 Agenda:
- VI. Meeting Summaries: January 18, 2018 and February 26, 2018
- VII. Revised Letter of Intent to Provide TIR Rebate Incentive for the Proposed City Center Project
- VIII. CRA Audit FY 2016 – 2017
- IX. CRA Annual Report 2017
- XII. Program Assessment for the Design of Downtown Wayfinding Signage
Board Chair John Walsh called the meeting to order at 6:30 p.m. The meeting was held in the West Wing Conference Room, City Hall, 9551 West Sample Road, Coral Springs, Florida. City Clerk Debra Thomas called the roll of Board Members.

Also in attendance were:
- Vanessa Steinerts, CRA Counsel
- Michael Goodrum, City Manager
- Interim Deputy City Manager Tony Pustizzi
- Susan Krisman, Director Development Services
- Debra Thomas, City Clerk
- Danielle Lima, CRA Coordinator
- Ana Barbosa, Chief Economic Development Officer
- Vice Mayor Lou Cimaglia
- Commissioner Joy Carter

All persons in attendance rose for the recitation of the Pledge of Allegiance.

1. **Citizens’ Comments** – There were no comments.

2. **Special Announcements and Comments** – There were no special announcements.

3. **Approval of Meeting Summary: December 11, 2017** – ACTION: Board Member Vasquez moved, seconded by Vice Chair Harvey, to accept the meeting minutes of December 11, 2017. The motion was approved unanimously (6-0).

4. **GO Bond Presentation**, Catherine Givens, Director of Budget and Strategy. The three bond questions on the March 13, 2018 Special Municipal Election ballot were explained during the educational presentation. Public Safety, Parks and Recreation, along with Streets and Drainage were broken down through a PowerPoint and a one-page informational handout. Additional information was available at www.CSInvestingInYou.org.

5. **Letter of Intent to Provide Tax Increment Revenue Rebate Incentive for the Proposed Development of Coral Springs City Center, currently known as Financial Plaza** – Ana Barbosa, Chief Economic Development Office and Danielle Lima, CRA Administrator. (REQUEST TO APPROVE)

Mr. Rod Sheldon of PreDevCo, LLC, introduced his company’s background and its plans for the proposed development of Coral Springs City Center. The newly adopted Downtown Mixed-Use (DT-MU) Zoning District and the new Municipal Complex were a catalyst to building in the CRA District. The Letter of Intent contained details on the development:

“The Developer proposes to invest approximately $168 million in total development (including land costs) to create a mixed use development that includes 450 multi-family residential rental units, 150 hotel rooms, a 45,000 square-foot grocery; 36,500 square feet of restaurants; 40,000 square feet of retail; and 1,400 garage parking spaces. The Developer estimates construction to be in one phase and commence in late 2018, with completion by 2021.”

<table>
<thead>
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<th>Board Member</th>
<th>Status</th>
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<tbody>
<tr>
<td>John Walsh</td>
<td>Present</td>
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<tr>
<td>Elissa Harvey</td>
<td>Present</td>
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<tr>
<td>Board Member Lorna Brown-Burton</td>
<td>Absent</td>
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<tr>
<td>Board Member David Harper</td>
<td>Present</td>
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<td>Board Member Andrew Kasten</td>
<td>Present</td>
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<tr>
<td>Board Member Allan Koch</td>
<td>Present</td>
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<tr>
<td>Board Member William Vasquez</td>
<td>Present</td>
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</tbody>
</table>
A lengthy discussion took place between the Board and Mr. Sheldon. Ms. Barbosa explained the Letter of Intent. Page 2 of the document included a blank representing the expiration date if both parties did not execute the Letter of Intent.

**ACTION:** Board Member Kasten moved, seconded by Board Member Vasquez, to accept the Letter of Intent with an expiration date of January 19, 2018 at 5:00 p.m. The motion was approved unanimously (6-0).

A brief recess was taken for the parties to execute the Letter of Intent.

6. **2018 CRA Board of Directors Meeting Calendar** (REQUEST TO APPROVE). The meeting calendar was approved through September 2018. The Board would set the last quarter meetings at a separate meeting.

**ACTION:** Vice Chair Harvey moved, seconded by Board Member Koch, to approve the CRA Board of Directors Calendar through September 2018. The motion was approved unanimously (6-0).

7. **CRA Updates:**

Municipal Complex: The temporary certificate of occupancy was issued for the building and parking garage. The contractor has finished one-third of the punch list items. A staggered move-in will begin at the end of January. The first City Commission meeting is planned for February 21.

Downtown Mixed-Use Zoning District: The City Commission approved the change last night.

Interactive Icon: The installation would occur at the end of the month and be ready for the opening of City Hall.

Springboard Crowdfunding Event: City staff continue to assist in finding sponsors for the event. The decision to continue with the event was planned for the end of the month. Commitment from the sponsors was expected within a few days.

8. **Other Business** – Four positions are scheduled for reappointment consideration by the City Commission.

7. **Adjournment**

There being no additional business, the meeting adjourned at 8:08 p.m. The next CRA Board Meeting will be Monday, February 26, 2018 at 6:30 p.m.
CITY OF CORAL SPRINGS COMMUNITY REDEVELOPMENT AGENCY
BOARD OF DIRECTORS MEETING
Monday, February 26, 2018

Board Chair John Walsh called the meeting to order at 6:30 p.m. The meeting was held in the Everglades Room, City Hall, 9500 West Sample Road, Coral Springs, Florida. City Clerk Debra Thomas called the roll of Board Members.

Also in attendance were:
Vanessa Steinerts, CRA Counsel
Interim Deputy City Manager Tony Pustizzi
James Hickey, Asst Director Development Services
Debra Thomas, City Clerk
Danielle Lima, CRA Coordinator
Ana Barbosa, Chief Economic Development Officer
Vice Mayor Lou Cimaglia

All persons in attendance rose for the recitation of the Pledge of Allegiance.

1. Citizens’ Comments – There were no comments.

2. Special Announcements and Comments – There were no special announcements.

3. Approval of Meeting Summary: August 28, 2017 & September 25, 2017 –

ACTION: Board Member Vasquez moved, seconded by Board Member Koch, to accept the meeting minutes of August 28, 2017. The motion was approved unanimously (6-0).

ACTION: Board Member Koch moved, seconded by Board Member Vasquez, to accept the meeting minutes of September 25, 2017. The motion was approved unanimously (6-0)

4. Agreement for the Design of Downtown Coral Springs Wayfinding Signage Between the CRA and Axia Creative, Inc. – Board Member Brown-Burton and CRA Coordinator Danielle Lima provided an overview of the agreement and the purpose for wayfinding signage. (1) Help identify the downtown area and inspire pride in Downtown Coral Springs. (2) Consistency in branding Downtown Coral Springs to increase the residents’ and visitors’ awareness. (3) Utilize the distinctive downtown identity to lead people into the Downtown and surrounding attractions. (4) Use the materials, colors, typography, and scale that was created in 2002 in all sign types to help create brand recognition. (5) Establish a consistent hierarchy of sign types and messages for vehicles and pedestrians in all areas of Downtown Coral Springs. The not-to-exceed cost is $13,500.

ACTION: Board Member Kasten moved, seconded by Board Member Koch, to approve the agreement. The motion passed unanimously (6-0).

5. Next Steps Springboard Crowdfunding Event – A letter from Vice Chair Harvey was read into the record. It voiced her appreciation for the support received from City Commission and staff and she recommended cancelling the event.

ACTION: A motion to authorize the CRA Administrator to provide a 30-day’s written notice letter of termination of Agreement and to approve any reimbursement of costs that have been suspended up to that
date was moved by Board Member Brown-Burton, seconded by Board Member Koch, and passed unanimously (6-0).

6. CRA Updates:

Public Art: James Hickey presented the artwork planned for the Sculpture on Sample event. This summer the City Commission will discuss public art; input from the CRA regarding the master public art plan would be helpful. Discussion was held on a remembrance piece for Marjory Stoneham Douglas High School.

Free Wi-Fi in Downtown: In March, free wifi would be installed by BlueStream. Coverage would include City Hall, the ArtWalk, and a portion in the financial plaza area.

Coral Springs City Center Project: Closing on the building will be March 9 and the parking will be at the end of March. The Developer Agreement continues to be drafted and certain components are being worked out: preliminary site plan, timeline, addition of right-turn lane, improvements on NW 94 and NW 32. The developer has shown interest in Parcel II and the City Manager has been involved in the discussions. There may be two developer agreements because certain actions are related to the rebate.

Downtown Merchants Meeting: The meeting is scheduled for March 22, 2018. Board Member Harper is the lead for this project.

7. Other Business – An update on the Publix property and the Village Square property was given by the CRA Administrator. Chief of Police Pustizzi’s upcoming retirement was recognized; the Board thanked him for his years of service.

8. Adjournment

There being no additional business, the meeting adjourned at 7:40 p.m. The next CRA Board Meeting will be Monday, March 26, 2018 at 6:30 p.m.
March 26, 2018

LA Boca Partners, LLC
7820 West Palmetto Park Road
Suite 105
Boca Raton, FL 33433

RE: Letter of Intent to provide Tax Increment Revenue (TIR) rebate incentive for the proposed development of Coral Springs City Center at University Drive

Dear Mr. Sheldon:

The purpose of this letter is to outline the City of Coral Springs Community Redevelopment Agency’s (the “CRA”) intent regarding the request of LA Boca Partners, LLC (the “Developer”) to approve a Tax Increment Revenue (TIR) rebate incentive to facilitate the redevelopment of the Financial Plaza Building into the proposed Coral Springs City Center, a mixed use residential, retail, entertainment, and hotel project (the “Project”). The CRA is excited about the proposed Project and believes that it will dramatically enhance Downtown Coral Springs.

The Developer proposes to invest approximately $168 million in total development (including land costs) to create a mixed use development that includes 450 multi-family residential rental units, 150 hotel rooms, a 45,000 square-foot grocery, 36,500 square feet of restaurants; 40,000 square feet of retail; and 1,400 garage parking spaces. The Developer estimates construction to be in one phase and commence in late 2018, with completion by 2021.

The Project is very important to implement the Coral Springs CRA Plan because it will not only provide for the redevelopment of an important parcel within the CRA, but it will also act as a catalyst for the development and redevelopment of other important parcels in Downtown. With the full-time and part-time permanent jobs that are going to be created through this development, the Developer will support the employment of Coral Springs residents. In addition, the CRA Board believes that the proposed Project will have a positive impact on the surrounding community in terms of taxes, jobs, and general investment generated, and will further enhance the area’s existing commercial/retail demand.

Subject to the negotiation and execution of a development agreement between the CRA and the Developer and authorization of the development agreement by the CRA Board, the CRA is willing to implement a TIR rebate incentive for the Project. The CRA intends to pay to the Developer an amount equal to 60% of the property tax increment revenues attributed to the City Center Project. The taxing authorities that contribute tax increments to the CRA include the City of Coral Springs, Broward County, North Broward Hospital District (NBHD), and Children Services Council (CSC). However, the 60% rebate would exclude the tax increment contributions received from the Children Services Council and the North Broward Hospital District. The payments to the Developer would begin the first year City Center is completed and placed on Broward County’s property tax roll and would continue annually until 2031.

The rebate will be calculated as follows:

Increment Value of the Property = Taxable Value of the Property (each year after completion) - Base Year Value (tax year following the Developer’s Project Site purchase)

Annual Tax Increment Rebate to Developer = 60% x (Increment Value of the Property x Operating Millage Rate (for City and County, excluding NBHD and CSC))

The CRA Board understands that the Developer will attempt to get a 3.5-star equivalent hotel, organic grocery, and concierge-style amenities and finishes. If higher development is obtained, the CRA Board
will consider increasing the rebate percentage through future action of the CRA Board. The CRA Board encourages the developer to add "green roof concepts" to the development.

This Letter of Intent is contingent upon the successful negotiations between the CRA and the Developer and that the Project meets the intent of the Amended Coral Springs Community Redevelopment Plan. The City has recently adopted the Downtown Mixed-Use Zoning District (adopted by Ordinance No. 2017-115). As shown, Project meets the overall intent of the type of uses planned for Downtown and additional fine-tuning of the design with City staff will ensure the Project meets the intended requirements set forth in the new district.

This Letter of Intent is NOT A CONTRACT BETWEEN THE PARTIES and is not intended to and does not create any binding legal obligation for either party until mutually acceptable terms and conditions are outlined and memorialized in a fully executed Development Agreement. It is expressly understood and agreed by the parties hereto that this Letter of Intent does not create any contractual rights or obligations, including but not limited to an obligation to negotiate a Development Agreement on the part of either party. The parties acknowledge that significant additional terms, conditions, and provisions apart from those set forth above may be negotiated and incorporated into the final Development Agreement. In no event shall any contractual rights or obligations exist until such time as a Development Agreement is fully executed and delivered by both parties. Accordingly, the parties agree that any obligations incurred, funds spent, or business opportunities lost by a party prior to execution of a Development Agreement and in furtherance of the proposed transaction are at such party's sole risk. This Letter of Intent will become void if not signed by both parties prior to 5:00 PM on ________________.

Sincerely,

John Marshall Walsh, J.D.
CRA Chairman

LA Boca Partners, LLC

By:_____________________
Title:____________________
Date:____________________
OUR VISION
To create a vibrant and sustainable Downtown in which Coral Springs’ residents, businesses, and visitors can live, work, shop and entertain.

CRA STAFF
Danielle Cohen
CRA Administrator
Cynthia Birdsill,
Deputy City Manager

CRA BOARD
OF DIRECTORS
Served by seven-member Board of Directors, appointed by the City Commission for four-year staggered terms. The CRA Board has a broad base of representation from the local community with individual expertise in real estate, retail, finance, law, hospitality, education and general management.

John Marshall Walsh, JD, Chairman
Elissa L. Harvey, Vice Chair
Lorna Brown-Burton, Board Member
David Harper, Board Member
Andrew Kasten, Board Member
Allan J. Koch, Board Member
William Vasquez, Board Member

MESSAGE
FROM THE CHAIR
The Coral Springs Community Redevelopment Agency (CRA) has had exciting projects over the last year. The most recently completed project in the CRA is the Municipal Complex, which includes the new City Hall and its adjoining 607-space parking garage. The CRA worked closely with the City by providing input during the planning and construction process. Several Consultants hired by the CRA in the past few years highly recommended that the Municipal Complex be built within the CRA to act as a catalyst for further development of Downtown Coral Springs described by residents as a highly desired “Gathering Place”.

In addition, the CRA was essential in the negotiations to increase the size of the Municipal Complex Parking garage from 300 to 607 spaces. The CRA saw the importance of having a parking garage that would accommodate not just the City’s needs but also provide enough spaces for future private development of an adjacent parcel and for parking for public events. We also collaborated with the City to create a “Downtown Pathways” which is a wide walkway that connects destinations in the Downtown, such as the ArtWalk and the new City Hall, to the Coral Springs Center for the Arts, Broward Health Coral Springs, and Mullins Park. Residents are using it to walk, bike and bring their dogs with them to various events at the ArtWalk.

The CRA is also working on attracting private mixed-use redevelopment projects to Downtown. One of the major efforts to that end was the work that the CRA did with the City to rezone the CRA to a Downtown Mixed-Use District. In addition, we continue to work with the Economic Development Office to attract and retain businesses in Downtown Coral Springs.

The new “Downtown Interactive Icon” has been installed on the corner of City Hall’s Grand Lawn and designates “Downtown Coral Springs - Everything Under the Sun”. It is a large image of the Coral Springs Sun and it is meant to be interactive with people being able to walk under the arch of the sun and have their pictures taken. The “Icon” also comes with its own trailer and it may be seen at other locations or even in a parade. With its own lighting system, the “Icon” also looks beautiful at night.

I wish to thank our excellent Board of Directors and CRA Administrator for their hard work and time spent on our various sub-committees. The next year is going to be an amazing year with what is shaping up to be a great deal of development in the Downtown that will amaze you. Keep your eyes on Downtown Coral Springs for growth and the real beginning of our “Gathering Place” to include a hotel, residences, retail, pubs and restaurants. It’s almost here!

Regards,
John Walsh, Chairman
WHAT IS A CRA?

A Community Redevelopment Agency (CRA) is a dependent taxing district established by local government for the purpose of carrying out redevelopment activities including reducing or eliminating blight, improving the tax base and encouraging public and private investments in the redevelopment area. CRAs provide local government with a funding and planning mechanism to redevelop areas where market forces aren't performing. Redevelopment activities are primarily funded by Tax Increment Revenue (TIR). TIR is calculated by "freezing" the tax base in the year the CRA was created. Taxing authorities continue to receive tax revenue based on the frozen tax base. When tax revenues rise as a result of redevelopment activities, this "increment" is deposited into the CRA Trust Fund for use on subsequent redevelopment activities.
The Coral Springs CRA was established and adopted by City Commission in 2001.

- **136** Acres
- **174** Parcels
- **426** Active Businesses

A Dependent Special District Pursuant to Chapter 163 and 189, FL Statutes

Governed by a seven member volunteer board appointed by City Commission

**Taxable Value in FY 2018**

- **$122,343,180**
- An increase of 12.4% from FY 2017

91% of its taxable value comes from commercial properties

- Has a Local Activity Center land use (LAC)
- Has a Downtown Mixed-Use (DT-MU) Zoning District

Primarily Funded by tax increment financing (TIF) from:

- The City of Coral Springs
- Broward County
- North Broward Hospital District
- Children’s Services Council of Broward County

It is a Downtown Development of Regional Impact (DDRI)

Activities are guided by the Redevelopment Master Plan (updated in 2013)
**PROPOSED DOWNTOWN DEVELOPMENT**

<table>
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<th>LAND USE</th>
<th>TOTAL USE</th>
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<tbody>
<tr>
<td>Office</td>
<td>2,000,000 Sq. Ft.</td>
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<tr>
<td>Retail</td>
<td>1,200,000 Sq. Ft.</td>
</tr>
<tr>
<td>Residential</td>
<td>2,400 DU</td>
</tr>
<tr>
<td>Library</td>
<td>existing</td>
</tr>
<tr>
<td>School</td>
<td>existing</td>
</tr>
<tr>
<td>Government Office</td>
<td>100,000 Sq. Ft</td>
</tr>
<tr>
<td>Hotel</td>
<td>350 rooms</td>
</tr>
<tr>
<td>Theater (Movies)</td>
<td>80,000 Sq. Ft.</td>
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</tbody>
</table>

**RECENT PRIVATE/PUBLIC REDEVELOPMENT**

- **La Placida**
  - 36 single-family units
  - $300,000-$400,000

- **Coral Lago**
  - 186 single-family units
  - 3-5 BR
  - $429,990-$496,990

- **The Reserve at Coral Springs**
  - 168 multi-family units
  - (1-3 BR $1,335-$1,874 rentals)
  - 80 townhomes
  - (2-3 BR $2,035-$2,210 rentals)

- **Coral Springs Country Club**
  - 255 multi-family units
  - 4-6 stories
  - 1-3 BR
  - $1,550-$2,300 rentals

- **Cornerstone Plaza**
  - Pei Wei/Chase Bank
  - University Place
  - Building Upgrades
  - $4 million

- **Municipal Complex and 607-space Parking Garage**
  - Water & Sewer Line Replacement (and Lift Station on NW 94 Ave.)
  - $4.8 million

- **Village Green Starbucks/Holy Cross Urgent Care**

- **Roadway and Artwalk**
  - $3.4 million

- **Broward Health Hospital Expansion**
  - 130,000 sq. ft.

- **Downtown CRA**
  - #10692 ihouseh 3-8-2017

- **130,000 sq. ft.**
  - $4.8 million

- **130,000 sq. ft.**
  - $3.4 million

- **Coral Springs Country Club**
  - 255 multi-family units
  - 4-6 stories
  - 1-3 BR
  - $1,550-$2,300 rentals

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  - University Place
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- **Coral Springs Country Club**
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  - 1-3 BR
  - $1,550-$2,300 rentals

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  - Pei Wei/Chase Bank
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  - $4 million

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- **Broward Health Hospital Expansion**
  - 130,000 sq. ft.
The construction of the new 74,000 square-foot five-story City Hall building in the downtown/CRA area started in June 2016 and it is going to be completed in January 2018. This city-funded project will serve the community, also provide, encourage private sector confidence, and drive the necessary private investment in our designated downtown serving as a catalyst for redevelopment.

The CRA Board enthusiastically embraced the final determinations of three separate consulting entities, The Urban Land Institute (ULI), Angelou Economics and Redevelopment Management Associates (RMA), who in late 2013 and early 2014 recommended that the City’s Municipal Complex should be constructed in the City’s designated downtown.

The 607-space parking garage that the City is building with the Municipal Complex is necessary to support City operations in the new Municipal Complex and the future improvements on an adjacent parcel also owned by the City slated for commercial development (“Parcel II”). During the day, 357 spaces are reserved for exclusive use by the City and 250 spaces open to the general public and intended to support the future private development on Parcel II but in the evening and weekends all 607 spaces are available to the public for events and other uses.

The City financed and constructed the parking garage, with the CRA proving input (on a non-financial basis). Once completed the CRA will be responsible for the maintenance and operation of the additional 250-spaces until an agreement is established with the selected developer for Parcel II.

The City completed construction of a right turn lane at 94th and Sample Road Eastbound in conjunction with the development of the Municipal Complex to improve and enhance the transportation requirements of the new downtown. Also, The City installed a new water and sewer line pipes on NW 94th Avenue and a sewage lift station that are designed to handle all new development along that street.
ENCOURAGING MIXED-USE PROJECTS

There are three City-owned properties (Former City Hall Parcel, Parcel II, and Parcel III) located in the CRA that are going to be sold or leased for the construction of a mixed-use development in the Downtown Core. In FY 2016, A Developer entered into a tri-party agreement with the City and the CRA for the Development of Parcels II and III, which are located adjacent to the new City Hall and parking garage. The City intended to convey both Parcels to the CRA and the CRA would have granted the Developer the right to develop the Parcels. The Developer did not reach the tri-party agreement’s contract deliverables related to the development of the parcels so the agreement was terminated.

After the termination of the tri-party agreement, the City and the CRA requested proposals from experienced developers interested in developing the three City-owned sites. The City and CRA's intention was to attract a developer interested in building a mixed-use project that would foster and promote increased pedestrian activity and create a stimulating environment. The proposals were not what the City and the CRA were seeking so a new strategy is being developed to attract the right development for these sites.

*See 2017 CRA Business Plan (page 7 & 8)
The City, CRA, and the Consultant completed the draft of the Downtown Mixed-Use (DT-MU) Zoning District document and made all necessary modifications based on input from Developers and property owners. In FY 2017, the CRA played a significant role in the completion of the outreach process by hosting and planning meetings with property and business owners in the CRA to educate them on the proposed zoning changes. After the extensive outreach, the CRA Board recommended approval of the new zoning, which is planned to go to the City Commission for adoption in January 2018.

Changing the CRA zoning from Community Business (B-2) to Downtown Mixed-Use (DT-MU) Zoning District will help create a more urban feel in the CRA/Downtown area with a lively mix that needs both commercial and residential. Unlike conventional zoning which focuses on the separation of uses between buildings, the proposed DT-MU code focuses on how buildings relate to the street and adjacent uses, while encouraging mixed uses and an increase of density/intensity with reduced setbacks within the new district.

The rezoning will help attract new development, increase walkability, and establish identifiable character and economic vitality for the downtown. In addition, new shared parking ratios are going to be included in the DT-MU to optimize parking capacity by allowing complementary land uses to share spaces, rather than producing separate spaces for separate uses. The new zoning will be consistent with the approved Local Activity Center Land Use (LAC) and the Downtown Development of Regional Impacts (DDRI).

*See 2017 CRA Business Plan (page 6)*
In FY 2017 the City and CRA worked together to complete the construction of phase I of the downtown water and sewer line replacement on a section of Sample Road (between University Drive and Coral Hills) and on Coral Hills Drive. This project is part of the City’s continuous investment in the downtown area with infrastructure improvements that entail installing large-capacity water and sewer mains to prepare for a growing and revitalized downtown.

The CRA’s main role was to mitigate the impact of businesses within the CRA during the water main improvements. In order to help promote businesses during construction, the CRA offered businesses an opportunity to be included in the Downtown Merchants Cooperative newspaper Ad and the Business Directory in the CRAs website.

*See 2017 CRA Business Plan (page 9)
Since its completion in 2015, the ArtWalk has been widely utilized and enjoyed by residents and visitors. The CRA created the ArtWalk by culverting an open canal and making streetscape improvements to create an attractive, pedestrian-friendly environment that provides a new safe harbor for pedestrians and bicyclist accessing Downtown Coral Springs. The Downtown ArtWalk provides the community with a connection from the new Municipal Complex in the designated downtown to the very vibrant commercial property two blocks south - “The Walk”, and provides an artistic park and entertainment space for the area. In addition, the ArtWalk ties into the recently completed Downtown Pathways. In addition, this pedestrian-friendly area in Downtown is a new place for the community to view public art and it also provides flexible space to support our community events.

Since the completion of the ArtWalk, residents have been suggesting minor additions to this pedestrian-friendly area. In FY 2017, the CRA funded the tree lighting improvement, which included the installation of 24 landscape lights at the base of 24 existing palm trees. Each light has a receptacle for holiday lighting controlled separately from the up lighting. The CRA also worked with the City and provided input on landscape improvements. The CRA also started working with IT to get Free Wi-Fi installed in the ArtWalk.

*See 2017 CRA Business Plan (page 8)
After conducting extensive research, the CRA requested proposals for an interactive art/sign that would serve as a marketing and branding tool for Downtown. After reviewing 35 proposals, the "Downtown Interactive Icon" by Greensboro, NC sculptor Jim Gallucci was selected. The sculpture was inspired by the 2-D logo used by the City of Coral Springs and it incorporates the Downtown/CRA logo. Fabricated out of aluminum it stands 12’ tall by 12’ wide and is 4’ deep. Designed to be transported to different sites, the sculpture can be lifted off the site and loaded on a flatbed trailer for reinstallation. Inside the sculpture are LED lights that are controlled by an astronomical clock. This switches the lights on and off and changes the color of the words “Everything Under the Sun.” The arching shape encourages visitors to walk under the arch to take photos. The icon will be installed in the grand lawn next to the new City Hall in February 2018.

*See CRA Business Plan (page 12)

The second interactive art in the CRA was funded by the Public Art Committee. With CRA input, the Public Art Committee selected a fourth permanent art piece for the ArtWalk, "Ascent" was created by artist Jen Lewin. This is a ten-foot diameter artwork created out of stainless steel, LED lights, heat censors and dichroic, semi-reflective pads. At night, the artwork glows in full interactive LED colors. The users movement through the sculpture will be transformed into glowing and swirling interactive light. During the day, Ascent will softly reflect its environment, creating the appearance of a watery reflective mirage. In addition to the interactive art, the Public Art Committee also funded the wrapping of traffic signal boxes within the CRA in vinyl artistic coverings. The goal of the program is to reduce blight along our corridors by transforming a utility box into a piece of art and enhance the experience of all those visiting the corridors.

*See 2017 CRA Business Plan (page 12)
COMMUNITY OUTREACH

The City and CRA continue their sponsorship partnerships in order to provide community outreach access to our residents who attend a variety of events designed to draw people to the downtown area. In FY 2017 the CRA sponsored the Coral Springs Festival of the Arts. Also, the CRA had a booth at a number of other City and non-City events to talk to the public about the downtown projects. Some of our signature ArtWalk events that are designed to promote a pedestrian-friendly, vibrant urban lifestyle in Downtown includes:

- Downtown in December is a great event for families – with holiday movies playing on a large screen, snow zones, free cookies and cocoa, photo ops, and “ice” skating. 3,500+ attendees
- Unplugged is an evening event aimed at those 21+ with live art, bands, local craft beer, food trucks, and oversized games. 2,500+ attendees
- Savor the Notes is an event, in conjunction with the Coral Springs Farmers’ Market, which features jazz musicians, brunch items from local vendors, mimosas and sangria. 1,000+ attendees

*See 2017 CRA Business Plan (page 13)

SPRINGBOARD CROWDFUNDING FESTIVAL

The CRA identified options for a crowdfunding event in Downtown as a way to create entrepreneurial opportunities in the City. A crowdfunding event allows local artists, entrepreneurs and innovators to showcase their ideas or products in front of festival attendees and potential investors – helping them raise money to start their business venture.

After extensive research, the CRA engaged Crowdly and entered into an initial Agreement for the development of a feasibility assessment for conducting a crowdfunding event in Downtown. As a result of the work performed during the feasibility study, the CRA and the City approved a tri-party agreement with Crowdly to assist with obtaining sponsorships and Creators, providing the crowdfunding technology, and managing the event. This unique Event is being planned for April 2018 but it will only take place if Crowdly raises at least $25,000 in sponsorship.

*See 2017 CRA Business Plan (page 13)
The EDO, CRA, and Coral Springs Regional Chamber of Commerce continue to work collaboratively in economic development initiatives and activities. The EDO’s marketing and outreach efforts included promoting the Downtown area to companies, real estate agents, and developers, which is essential in attracting new businesses and retaining current ones in the CRA. In addition to promoting the Downtown at conferences and meetings, the EDO also promotes the CRA on their newly developed website. The EDO website links to the CRA website, and it has excellent tools for site selectors, such as a GIS system that will show available properties in Downtown and other parts of the City.

Also, the EDO partnered with the CRA to organize the Third Annual Real Estate Summit, attended by approximately 100 commercial and residential realtors. One of the main topics of the panel discussion was Downtown Redevelopment. The goal of the forum is to strengthen the City of Coral Springs’ ties with commercial and residential realtors, business owners, and developers in order to make the City attractive for mutually beneficial economic development activities.

The EDO, the CRA, and the Chamber Boards meet on a quarterly basis to discuss specific economic development initiatives. In addition, the CRA is actively involved in the Chamber’s NEXTgen young professionals group. The group’s objective is to keep young professionals in Coral Springs and to provide resources and networking opportunities. Being part of this group offers a great avenue to share the downtown vision with the leaders of the future.

The CRA created the Downtown Coral Springs Merchants Pilot Program to increase collaboration and communication between the CRA and small businesses and property owners. The group meets to discuss marketing alliances, physical improvements to the area, and other topics. In FY 2017, the CRA hand delivered invitations and organized three Merchants Meetings, two Downtown Zoning Open Houses, and one Sample Road Water and Sewer Open House to keep the Downtown Merchants engaged and informed. The CRA helped promote the Merchants in a cooperative newspaper add and created a Downtown Merchants Business directory in the CRA website.
On November 19, 2002, in accordance with Chapter 163.356 of the Florida Statutes, the City established a Redevelopment Trust Fund for the purpose of utilizing and expending future tax increment revenue and other qualified funds in connection with the implementation of the CRA Plan. The CRA Trust Fund witnessed impressive growth during the 2002-2008 period by more than doubling its base value. Nevertheless, the prolonged recession caused taxable values to drop by 7.5% in 2012.

Since 2013, the property values have been slowly increasing. A significant increase in property values of 12.4% was reflected in the 2017 tax roll, which was released by the Broward County Property Appraisers Office in July 2017. It is expected that an increase in property values will continue to be reflected in the 2018 tax roll, which will be released by the Broward County Property Appraisers Office in July 2018.

The Redevelopment Trust Fund is primarily funded by tax increments received from the respecting taxing authorities: City of Coral Springs, North Broward Hospital District (NBHD), Children Services Council of Broward County (CSCBC), and Broward County. However, it is important to note that the revenues received from CSCBC are refunded and the County’s base year is FY 2011 minus the One Charter Place Taxable Value.

<table>
<thead>
<tr>
<th>Tax Roll As of July 1</th>
<th>Taxable Value</th>
<th>Annual Growth ($)</th>
<th>Annual Change ($)</th>
<th>Incremental Growth ($)</th>
<th>Incremental Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>$66,321,640</td>
<td>n/a</td>
<td>-</td>
<td>n/a</td>
<td>-</td>
</tr>
<tr>
<td>2003</td>
<td>$70,008,890</td>
<td>$3,687,250</td>
<td>5.6%</td>
<td>$3,687,250</td>
<td>5.6%</td>
</tr>
<tr>
<td>2004</td>
<td>$72,397,460</td>
<td>$2,388,570</td>
<td>3.4%</td>
<td>$6,075,820</td>
<td>9.2%</td>
</tr>
<tr>
<td>2005</td>
<td>$84,731,530</td>
<td>$12,334,070</td>
<td>17%</td>
<td>$18,409,890</td>
<td>27.8%</td>
</tr>
<tr>
<td>2006</td>
<td>$96,982,070</td>
<td>$12,250,540</td>
<td>14.5%</td>
<td>$30,660,430</td>
<td>46.2%</td>
</tr>
<tr>
<td>2007</td>
<td>$117,591,000</td>
<td>$20,608,930</td>
<td>17.3%</td>
<td>$51,269,360</td>
<td>77.3%</td>
</tr>
<tr>
<td>2008</td>
<td>$129,506,298</td>
<td>$11,915,298</td>
<td>10.1%</td>
<td>$63,184,658</td>
<td>49.5%</td>
</tr>
<tr>
<td>2009</td>
<td>$126,348,610</td>
<td>$(3,157,688)</td>
<td>-2.4%</td>
<td>$60,026,970</td>
<td>90.5%</td>
</tr>
<tr>
<td>2010</td>
<td>$115,437,820</td>
<td>$10,910,790</td>
<td>-8.6%</td>
<td>$49,116,180</td>
<td>74.1%</td>
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<tr>
<td>2011</td>
<td>$104,440,300</td>
<td>$10,997,520</td>
<td>-9.5%</td>
<td>$38,118,660</td>
<td>57.5%</td>
</tr>
<tr>
<td>2012</td>
<td>$96,659,160</td>
<td>$7,781,140</td>
<td>-7.5%</td>
<td>$30,337,520</td>
<td>45.7%</td>
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<tr>
<td>2013</td>
<td>$98,389,690</td>
<td>$1,730,530</td>
<td>1.8%</td>
<td>$32,068,050</td>
<td>48.4%</td>
</tr>
<tr>
<td>2014</td>
<td>$100,368,860</td>
<td>$1,979,170</td>
<td>2.0%</td>
<td>$34,047,220</td>
<td>51.3%</td>
</tr>
<tr>
<td>2015</td>
<td>$103,265,700</td>
<td>$2,896,840</td>
<td>2.9%</td>
<td>$36,944,060</td>
<td>55.7%</td>
</tr>
<tr>
<td>2016</td>
<td>$108,804,050</td>
<td>$5,538,350</td>
<td>5.4%</td>
<td>$42,482,410</td>
<td>64.1%</td>
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<tr>
<td>2017</td>
<td>$122,343,180</td>
<td>$13,539,130</td>
<td>12.4%</td>
<td>$56,021,540</td>
<td>84.5%</td>
</tr>
</tbody>
</table>
In accordance with Chapter 163.387, F.S., the CRA Fiscal Year 2017 Annual Financial Audit, dated September 30, 2017, is anticipated to be accepted by the CRA Board at their March 26, 2018 meeting. The CRA audit report is prepared by the certified public accounting firm of RSM US LLP.

On September 30, 2017, the unassigned fund balance in the CRA's governmental fund was $416,714.

At the end of the current fiscal year, the total net position of the CRA was $437,547. The current year fund balance of the CRA's general fund increased by $28,728. There was an increase in tax increment financing revenues received by the CRA in the current year due to an increase in property values within the CRA District; this resulted in a net increase in net position. Once issued, copies of the audited Financial Statements can be obtained electronically from the Coral Springs CRA website at: www.coralspringscra.org

CRA Staff’s Note: From the $416,714 total ending fund balance, $370,875 is not TIF and does not apply under Section 163.387(7). In 2006, the Coral Springs CRA received $2,211,078 from Broward County for the payment for Phase I of a redevelopment project in lieu of TIF. The unused funds from this project remained in the Trust Fund and were utilized over the years for a number of projects. To date, a total of $370,875 remains from the 2006 project. Any amount above the $370,875 in the trust fund is remaining TIF and applies under Section 163.387(7). This year the $45,839 remaining TIF were allocated towards the completion of the "Downtown Interactive Icon" project and towards the Implementation of a "Downtown Environmental and Communications Program".

<table>
<thead>
<tr>
<th>Revenues:</th>
<th>Budgeted Amounts</th>
<th>Actual</th>
<th>Variance with Final Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax increment financing:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Coral Springs</td>
<td>193,647</td>
<td>193,647</td>
<td>193,647</td>
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<tr>
<td>Broward County</td>
<td>20,120</td>
<td>20,120</td>
<td>18,333</td>
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<td>North Broward Hospital District</td>
<td>58,217</td>
<td>58,217</td>
<td>54,330</td>
</tr>
<tr>
<td>Children’s Services Council of Broward County</td>
<td>19,703</td>
<td>19,703</td>
<td>19,703</td>
</tr>
<tr>
<td>Interest and Other</td>
<td>1,000</td>
<td>1,000</td>
<td>2,487</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td><strong>292,687</strong></td>
<td><strong>292,687</strong></td>
<td><strong>288,500</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures:</th>
<th>Budgeted Amounts</th>
<th>Actual</th>
<th>Variance with Final Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries and benefits</td>
<td>69,875</td>
<td>70,625</td>
<td>73,992</td>
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<tr>
<td>CRA legal counsel</td>
<td>45,000</td>
<td>45,000</td>
<td>42,018</td>
</tr>
<tr>
<td>Professional services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural services</td>
<td>6,000</td>
<td>4,000</td>
<td>-</td>
</tr>
<tr>
<td>Grants</td>
<td>35,000</td>
<td>35,000</td>
<td>-</td>
</tr>
<tr>
<td>Financial audit and other professional services</td>
<td>13,200</td>
<td>13,200</td>
<td>13,200</td>
</tr>
<tr>
<td>Marketing and promotion</td>
<td>10,871</td>
<td>7,821</td>
<td>5,308</td>
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<tr>
<td>Engineering</td>
<td>6,000</td>
<td>479</td>
<td>-</td>
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<tr>
<td>Property maintenance</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Appraisals</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Lobbyists</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Crowd funding event</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Grounds</td>
<td>-</td>
<td>7,521</td>
<td>7,512</td>
</tr>
<tr>
<td>Other professional services</td>
<td>8,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Operating expenditures:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisements</td>
<td>1,000</td>
<td>3,300</td>
<td>3,154</td>
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<tr>
<td>Communications</td>
<td>600</td>
<td>600</td>
<td>362</td>
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<tr>
<td>Meeting expenses</td>
<td>2,500</td>
<td>2,500</td>
<td>855</td>
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<tr>
<td>Office supplies</td>
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<td>500</td>
<td>266</td>
</tr>
<tr>
<td>Computer software</td>
<td>-</td>
<td>311</td>
<td>-</td>
</tr>
<tr>
<td>Postage</td>
<td>250</td>
<td>250</td>
<td>-</td>
</tr>
<tr>
<td>Printing and publishing</td>
<td>400</td>
<td>89</td>
<td>-</td>
</tr>
<tr>
<td>Special events</td>
<td>7,000</td>
<td>5,000</td>
<td>2,500</td>
</tr>
<tr>
<td>Membership</td>
<td>1,545</td>
<td>1,545</td>
<td>810</td>
</tr>
<tr>
<td>Registration / educational</td>
<td>2,580</td>
<td>2,580</td>
<td>440</td>
</tr>
<tr>
<td>Travel, meals and lodging</td>
<td>2,900</td>
<td>2,900</td>
<td>1,798</td>
</tr>
<tr>
<td>Insurance</td>
<td>4,888</td>
<td>4,888</td>
<td>4,821</td>
</tr>
<tr>
<td>Water</td>
<td>500</td>
<td>500</td>
<td>-</td>
</tr>
<tr>
<td>Other expenditures:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children’s Services Council of Broward County</td>
<td>19,703</td>
<td>19,703</td>
<td>19,703</td>
</tr>
<tr>
<td>Special district fee</td>
<td>175</td>
<td>175</td>
<td>175</td>
</tr>
<tr>
<td>Capital outlay</td>
<td>65,000</td>
<td>65,000</td>
<td>22,858</td>
</tr>
</tbody>
</table>

| Total expenditures | 357,687 | 299,772 | 97,915 |
| Appropriated Fund Balance | 65,000 | 65,000 | (65,000) |
| **Net change in fund balance** | $ | - | 28,728 | $ | 28,728 |
| **Fund balance, beginning** | 387,886 | $ | $ | |
| **Fund balance, ending** | $ | 416,714 | - | - | - |
2016

Downtown Pathways Completed

2015

Master Storm Study
ArtWalk Grand Opening

Additional infrastructure projects completed in conjunction with the ArtWalk

2014

CRA Master Plan Update
Land Parcel Transfer from CRA to City
Installation of Two Additional Bus Shelters

2012

Launched Public Safety Pilot Camera Project
Installed Street Indexing Signs
2011
- City-County Partnership Investment and TIF
- City Plaza Plat
- Broward College Coral Springs Academic Center (CRA $400,000 renovation contribution)
- CRA Became a Sponsor of the Coral Springs Festival of the Arts
- Agreement with Economic Development Foundation
- Facilitated NE Parcel Demolition (Publix) / Interim Green Space

2010
- Recovery Zone Economic Development Bonds ($5,913,000)
- County Incentive Grant Program, 2010-2015 ($752,813)
- Master Planning of Infrastructure Improvements

2008
- Implemented Façade Improvements

2007
- Completed One Charter Place ($25M)

2006
- Purchased 2.8 Acre Parcel (Wachovia Drive-Thru)

2002
- Expanded CRA Boundaries
- Established Urban & Landscape Design Guidelines

2001
- Developed Redevelopment Plan

1999
- Selected Phase I (One Charter Place) Master
MEET THE CRA BOARD
Program Assessment
Coral Springs Downtown, Florida

March 23, 2018

Project Overview
This Program Assessment is a summary of initial understandings, observations and recommendations that will be considered in the development of a wayfinding system to improve navigation through Coral Springs Downtown and to identified destinations within it. Additionally, it will help elevate the Downtown’s unique sense of place through support of the Coral Sprin’s Downtown brand Identity.

The Coral Springs Downtown wayfinding project is divided into 3 phases. The first phase, Design Refinement has already begun with a kick-off meeting with the CRA team followed by a project site walk-through on March 9th, 2018. Prior to the site visit, Todd Mayfield, from Axia, reviewed the 2002 Downtown Coral Springs Identity & Environmental Communications Program in order to design wayfinding devices in accordance with initial objectives and the styling of the Downtown brand.

A customized Google map of the downtown area was created to facilitate collaborative planning of sign placements and messaging. Screen captures of the map are used in this document as visual reference for our initial recommendations.

Axia will generate sign concepts to represent Downtown gateways, street identities, bus stop identities, bicycle trailblazers, an information kiosk or totem, pedestrian guides and vehicular guides. These concepts will be presented to the CRA team and the City Commission.

The objective for this phase of the program will be to identify a single concept direction that will be developed and refined after they are submitted to a representative from the Florida Department of Transportation (FDOT) for design compliance. Axia will also share the concept with a sign fabricator to obtain an Estimate of Probable Cost. The feedback we receive from both the FDOT and the sign fabricator will allow us to make any design modifications before finalizing the design.

In the second phase, Bid Documentation, we will begin preparation of scaled drawings of all sign types, a message schedule, and a location plan which will be consolidated into a bid document. Production-ready artwork will include full size templates, icons and a Downtown area map. All production-ready artwork will be uploaded and stored in Coral Springs’ project web page which has been prepared for exclusive use by the CRA team and any authorized individuals.

In the third phase, Production Oversight, Axia will review sign contractors’ bids to help confirm their qualifications and
proposal details. Axia will conduct a pre-fabrication site walk through with the winning sign contractor to verify sign locations. Axia will be back on site to perform a post installation assessment to ensure the program was delivered properly.

Observations & Recommendations
We understand that the Downtown area is and has been going through aggressive redevelopment. The completion of the new City Hall Complex, the installation of the Downtown Art Walk and the new “Under the Sun” Sculpture are substantial additions to the district that have transformed the Downtown into a modern and forward-thinking city center. We also understand that there are properties that are slated for redevelopment - some currently owned by the city and others under negotiation for acquisition. These future developments require the new wayfinding program to be implemented in phases. Some guide signs may need to be installed in early phases but eventually removed during future road work.

The Downtown Coral Springs Identity & Environmental Communications Program prepared by Selbert Perkins Design Collaborative in 2002, identifies downtown gateway elements to be located at 4 key arrival points into Downtown. Traveling East on Sample Road, gateway signs are proposed to be located just before NW 99 Way. Traveling West on Sample Road, gateways are proposed to be located before NW 90th Avenue. From the North on N University Drive, gateways are proposed just after Brokenwoods Drive and then from the South on N University Drive, before NW 31st Court.

The 2002 study recommends that street banners be placed on Sample Road and N University Drive beginning after each of the 4 downtown gateway locations. Their plan also identifies proposed locations for district identities, secondary identities, street identities, bus stop identities, vehicular guides and information kiosks.
After an initial study of the project area and considering future plans. We have begun the development of our proposed wayfinding strategy which mirrors the 2002 study with recommended changes. The two primary arrivals into Downtown are on the West and East arrival points on Sample Road. We understand that the West arrival point will be undergoing substantial roadwork in the next few years, so we recommend that a first phase include the fabrication and installation of just the gateway at the East arrival point on Sample Road. Both East and West gateways will have the same design. The North and South arrival points on N University Drive could be secondary gateways which would be scaled down versions of the East and West gateways on Sample Road. These would also be implemented in a future phase.

On the map above, the 2 primary gateways are indicated as blue place markers labeled as G1. The secondary gateways are labeled as G2. As we enter into the conceptual phase, we will explore whether they need to be double elements flanking the street or a singular element placed on the right side of the street.

The 2002 study recommends that pole banners be installed all along Sample Road and N University Drive just after the proposed gateways. These would clearly demarcate the downtown area. We recommend the banner program be specifically designed to help identify unique places within the downtown area. Tall banners at each of the 4 gateways could include different color palettes to help establish a grand sense of arrival. The 4 unique color palettes would also reinforce East, West, North and South orientation. These tall arrival banners would end near the block that includes the City Hall Complex. Shorter neutrally colored banners would be located in the center of downtown along Sample Road and on part of N University Drive. The tall banners are intended for vehicular traffic. They would be simple in design, perhaps use the slender “CS” logo
as recommended in the 2002 study. The shorter, lower banners are intended for pedestrian traffic. Their design would also be brand-supportive but may change for special events or seasonal occasions. The shift from tall to short banners will help slow vehicle speeds and establish a more pedestrian-friendly region.
Vehicular guides would be minimal. Their role would be to direct drivers to the public parking facility, City Hall and possibly the post office. As we move into the plan’s development, we will evaluate other destinations within the downtown district. At this early point, we feel that the Art Walk would only be included on pedestrian guides and information kiosks. A secondary vehicular guide would feature the iconic “P” with a directional arrow. These would be used at critical turning points. These will create a visual vernacular for drivers which will tie in the the iconic “P” identity on the parking structure.
We recommend that pedestrian guides be placed at key intersections around the downtown area. These may take the form of flag-mounted blade signs on tall poles or single panel, low profile monument signs. The benefit of tall flag mounted signs is they can be recognized easily from a distance. The benefit of the low profile monument signs is they can contain much more detailed information including an area map, QR code and multiple messages.
Information kiosks should be placed where people congregate or where the heaviest pedestrian traffic occurs. For Coral Springs Downtown, we recommend that information kiosks be placed near the public parking facility. Assuming the new wayfinding system will successfully guide drivers to the public parking facility, most people will park their cars first then venture out on foot to their destination. Kiosks can be simple monument elements, covered structures or manned booths. We recommend they be designed as simple monuments that require a small footprint.
One of the first things we establish when determining sign placement and messaging is which destinations will require guide signage. We have identified a few destinations within Downtown, but will work with the CRA team and other city stakeholders to either add or subtract destinations as we continue with the first phase. We recommend that the final destinations to be included on guide signage exclude private businesses. Once one business is included, others will request that they be included as well. This can open the floodgates. There can be exceptions, but the rules of private business inclusion must be clearly defined, articulated and managed. Cities like Orlando feature Disney World on Highway signs because they are a key destination which, by themselves, draws a large amount of visitors. Other businesses benefit because of the volume of visitor traffic they create.

Currently, we have identified City Hall, the Post Office, Art Walk and Public Parking as key destinations within Downtown. We understand that other destinations may come on line in the next few years, so the design of guide signs will have to be expandible and/or changeable.

Signs that will be installed in areas that will eventually go through renovation, may have detachable bases so they can be removed during construction or moved to more suitable locations. Multiple, individual message panels may need to be incorporated instead of single, multi-message panels so that adding or changing messages will effect only a portion of the sign element instead of the entire panel.
Custom street identity signs will be considered for the Downtown district. These will help demarcate the area and support a unique place experience. These will be designed to echo the Downtown brand. We will consider custom signs but will also research off-the-shelf options to mitigate costs if the overall budget becomes a concern.

We understand that the street identity design included in the 2002 study was well liked. We will take this into consideration when we offer our concepts for evaluation. What will drive the design is length of street names, brand alignment, durability, legibility and cost.

We agree with the study that primary intersections should receive illuminated street identity signs. They improve night legibility and allow drivers in congested intersections to see street names quicker which means they keep their eyes on the road longer.
We will study the existing bus stop identity signs to determine the level of customization. Since bus stop signs share a common design throughout Coral Springs, changing only those signs within the downtown district may confuse bus drivers who look for a consistent graphic. We will consider adding a new element to exiting signs or redesigning the signs altogether. An approved new design might need to be implemented throughout Coral Springs to maintain consistency.

New designs could include a Downtown brand visual to tell riders they are in Downtown but maintain some relevance to exiting bus stop signs for the driver. It may be that the drivers don’t really look for bus stop signs to cue them to stop. They may rely more on surrounding landmarks, pull-outs and/or bus shelters.

We also feel that the bus route schedule should be posted with the identity signs. Not everyone relies on smart phones for online information. Emergency information, QR codes and other information will be considered for inclusion on the signs.
Next Steps

After these initial recommendations are reviewed and program objectives established, Axia will collaborate with the CRA team to refine sign placements and messaging. We will discuss what elements of the 2002 study should be incorporated into the new design, whether the current brand assets need to be expanded or reinterpreted and what a realistic fabrication/installation cost for each sign type should be. Then we will launch into the development of conceptual ideas. During this process, we will include the CRA in progressive reviews. At some point during the concept development, Axia will present the proposed program to the City Commission for review and subsequent adoption.

The approved design will be articulated into scaled drawings which will be accompanied by a message schedule and location plan. A phased implementation schedule will be established prior to letting the package out for bid.