

City of Boynton Beach Economic Development Workshop

May 3, 2016



Project Overview



Visioning Process

- Conducted 16 key stakeholder interviews late February-early March
- Submitted SWOT findings to City staff
- Discuss the Strategic Themes

SWOT



What is the best word to describe Boynton Beach today?



- Opportunity-Potential-Improving
- Growing
- Unique-Rustic-Hometown feel



Why is economic development important to the city?



- Increase the tax base/sustainability (11)
- Attract people, creates jobs, diversifies the economy (4)



Why did you choose to live, work, or locate your business in Boynton Beach?



- Affordable (4)
- Opportunity/Potential (3)
- Location (3)



What types of business would you like to see added to the local economy?



- Manufacturing, light industry/distribution (6)
- Retail (5)
- Technology (5)
- Health Related, doctor's offices, medical (4)
- Downtown Hotel/Office (3)



How best can the City support your Initiatives/business growth?



- Streamline processes and signage requirements (4)
- Improve the City's Image (4)



Worker skills-Developing Curriculums- Career Training



Are you able to hire workers with skills you need?

YES 4

NO 3

Are local educational institutions developing curriculums that meet market demand?

YES 8

NO 1

Do you see a need for more career training programs?

YES 9

NOT SURE 1



Do you think incentives help attract new businesses?

YES 13

NO 1

Are there specific types of incentives that are more successful?

- Tax Abatements, Tax Credits, Tax Deferments (6)
- Expedited processes-permitting (5)
- Reduce fees, eliminate Art Impact Fee (4)
- CRA/TIF Grants, subsidies (3)
- Rent subsidies (2)



SWOT Analysis: Strengths



- Central location to I-95
- Good inexpensive skilled labor
- Affordable housing
- Available office, retail, light manufacturing and medical space
- Affordable housing-centrally located
- DART-Development Advisory Review Team is excellent. Process is good.
- Strong City staff-knowledgeable and approachable
- Small community atmosphere
- Affordable labor
- So. Tech can provide customized training
- Informed City staff-Nancy, Mike Rumpf and Andrew very helpful & positive (Pro-active)
- Low cost alternative to Delray
- Boynton is in Palm Beach County
- Inexpensive rent
- Central location-easy access to I-95 & Congress
- Location (3 interchanges), Gateway to Gulf, good infrastructure, Business friendly, streamline permitting
- Proximity (Boca Raton – Boca is powerhouse), 3 interchanges
- Location (center of County), I 95 and interchanges, near everything (air/seaports), family/quality of life, recreation/open space, affordable, hospital
- Real estate (underutilized), location, population (3rd largest)
- Close to beach, I 95 interchanges, good schools, hospital, one stop permitting, business friendly, full services (utilities, public safety)
- City employees, schools, lowering crime, churches
- Location to water, center of county, closest to I-95 and ports etc, land (CRA refill)
- Affordable housing, access
- Location, weather, good education, good hospital, talent (FAU/Palm Beach State), industrial park

SWOT Analysis: Strengths



- Quality of Life-Hospitals, schools, recreation, churches, education (12)
- Location-I-95, Beaches, Center of the County (10)
- City Staff, Development Advisory Review Team (DART), Business friendly, permitting (8)
- Affordable housing (4)
- Real Estate-Available, Inexpensive, Under-utilized (3)



SWOT Analysis: Weaknesses



- Property taxes and insurance too high
- No land for development
- Lack of Light Industrial Product
- No evening venues
- Poor reputation
- High turnover in city management, mayor, etc.
- Other cities in PB County are more aggressive
- No dedicated ED person
- No hub
- Stigma of political uncertainty
- Difficulty permitting
- High cost of living
- Some shortages of skilled labor-currently construction trades
- Building Dept.-plan review is difficult (Chris Cole & Don Johnson-very difficult)
- Art Impact Fee-charged 1% on your build out
- Fire inspectors and plan reviewers are difficult
- Required to pay permit fees on all of their equipment
- City has no ED plan-Lack of Vision
- No critical mass in downtown
- Inconsistencies of City Leadership (BOCC)
- Occupational license take too long to obtain
- Trash pick-up very expensive and service is poor
- Fear too many rentals on property that could be office, mall, Public bldgs are old and leaking. Crime in Heart of Boynton
- Perception of Crime, inconsistent commission policies, past issue (mayor going to jail etc, lack of land (need to remove old housing near intersections for offices etc)
- Low property values, limited vacant land, blue collar demographics, mall
- CRA Budget, City Budget (pensions), do we need public safety?, Mall
- Resistance to height, use to be negative to business now pro, limited beach parking
- Crime, affordable housing, vacant land (residential in areas business should go)
- Politics, lack of understanding, do not understand CRA and risks, competition especially Lake Worth/Lantana? redevelopment of old State Hospital
- City Budget, changing fee ie fire assessment fee
- Leadership, mindset, lack of vision, divided

SWOT Analysis: Weaknesses



- Lack of Vision and leadership, inconsistent policies and reputation (8)
- Permitting-Art Fee, Fire Inspectors, Building Department, Occupational licenses, Fire Assessment Fees, Height Restrictions (8)
- Limited vacant land (5)
- Crime (3)



SWOT Analysis: Opportunities



- A&E District for restaurants/dining
- Tie Marina with Ocean District
- Need to establish a brand
- Need more community events/activities
- Need ED community stakeholder meetings through the chamber, BDB, others
- Expediting permitting
- Central gathering area
- Redevelopment of the mall
- Post customer success/testimonials on the city website
- Develop short promo videos
- City needs a sound and unified vision strategic goals and master plan that work together
- City needs to show the development community that it has a plan for good smart growth
- Train station
- Redevelopment N. and S. of City hall-east of I-95
- Redevelopment around the mall
- Boutiques along Federal and Ocean Drive to fill vacancies
- Get rid of Art Impact Fee
- Develop the downtown area-Need a plan and stick to it
- Old gymnasium needs to be explored for options-plan needs to be in place
- Develop Downtown as walk, live work. Redo mall, intracoastal should be most expensive
- Rail station (coastal tri rail), greenway plan, Pocket parks, created appreciation of intracoastal, light industrial near interchanges (remove/replace older housing), higher education levels
- East side, growing younger pop, get rid of crap, do not want to be Delray
- Place for middle class to work/live (Delray too expensive), marina oriented (intracoastal), walkable downtown, money to buy land, mall
- New city Hall (current is old and linking), new police station (Public Safety Complex), new downtown (16 acres) with nightlife, mall
- More hotels, new rail station, redevelop mall, need Class A, shuttles for senior citizens, density has to go up
- Redo Boynton Blvd (streetscape), Creative class jobs, Ocean avenue mixed use, Seacrest road landscaping/parking, commuter rail
- More open space with allowed higher density, Need height especially east side (need to see water)
- Identity, downtown development, waterfront, mixed use developments (not Delray)

SWOT Analysis: Opportunities



- Develop downtown, City Hall area, Ocean Avenue District, Marine Area, train station) (15)
- Redevelop Mall area (5)
- Marketing Plan/Brand is needed (4)
- City needs a plan (2)



SWOT Analysis: Threats



- City needs to be more open to different types of businesses
- Competition from other cities in the county
- Perception of pro-business vs. anti-business
- Continuing political uncertainty
- Not having a strategic plan
- Not being predictable with development and redevelopment potential
- Not doing anything
- High crime-needs to be cleaned up
- Inactivity by elected officials
- Inability to execute a Long Term Plan
- Sell office potential lands for residential, commission Leisureville
- Change image, Pension issue, staff working together in right direction, crime, poverty blight, safety, competition Lantana old hospital redevelopment
- Economy, ownership vs rental, Boynton not walkable
- No more net increase in density. If higher trade off with more green space, sprawl
- Economy, politics, mall (largest tax generator)
- Government, lack of business tax receipts, red tape (need to work with business)
- Economy, commission divided, strengthen Vision/strategic plan, drug problem (Sober Houses), Forest Park with most sober houses
- Redevelopment of Mall (not happening)
- Reputation, Lack of Vision, funds

SWOT Analysis: Threats



- Lack of Vision-no plan, political uncertainty (9)
- Economy and funding (4)



Boynton Beach SWOT Analysis



STRENGTHS

Quality of Life-Hospitals, schools, recreation, churches, education, hospital, (12)
Location-I-95, Beaches, Center of the County (10)
City Staff, Development Advisory Review Team (DART), Business friendly, permitting (8)
Affordable housing (4)
Real Estate-Available, Inexpensive, Under-utilized (3)

Develop downtown, City Hall area, Ocean Avenue District, Marine Area, train station) (15)
Redevelop Mall area (5)
Marketing Plan/Brand is needed (4)
City needs a plan (2)

OPPORTUNITIES

WEAKNESSES

Lack of Vision and leadership, inconsistent policies and reputation (8)
Permitting-Art Fee, Fire Inspectors, Building Department, Occupational licenses, Fire Assessment Fees, Height Restrictions (8)
Limited vacant land (5)
Crime (3)

Lack of Vision-no plan, political uncertainty (9)
Economy and funding (4)

THREATS

Strategic Themes-City of Boynton Beach

Business Image and Branding

- Proactive City Government
- Unified Vision
- Branding

Position City for Economic Development/Redevelopment

- Promote Available Infill Sites and Buildings
- Economic Development/Redevelopment Tool Kit
- Brownfields/Greyfields
- Regulatory Policies

Develop Product

- Hotel
- Class A Office
- Public Private Partnerships

Redevelopment

- CRA Area
- East Section-Hospital District
- Western Section-Redevelop Mall
- Transportation Corridors

Community Development

- Housing Mix/options
- Arts & Culture
- Recreation
- Expand Retail/Restaurant mix

Where do we go from here?



- Finish Profile
- Define Guiding Principles
- Vision Statement
- Select Primary Opportunity Areas
- Implementation Plan



Implementation Plan



- Key to strategic planning is action oriented with coordinated strategies
- Focus is on allocation of scarce resources to critical issues and policy changes and removal of administrative barriers
- Key to implementation is the commitment to making the plan a reality



Contact Information

Bob Gray, AICP

Strategic Planning Group, Inc.
(904) 631-8623

Mary Jane Stanley, CEcD, FM

Strategic Planning Group, Inc.
(813) 205-2674

