

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

**NORTHWEST CRA ADVISORY COMMITTEE
Tuesday, September 9, 2025
Mitchell Moore Community Center - 6:15 p.m.**

MOTION COVER SHEET OF MINUTES

Motion made by Velma Grant to approve the minutes of the NWCRA Advisory Committee Meeting of July 7, 2025. Seconded by Jay Ghanem. Motion was approved unanimously. (Phyllis Smith Absent)

Motion made by Velma Grant to approve the Purchase Contract for 1651 NW 15 Avenue, Pompano Beach, FL 33069. Seconded by John Berger. Motion was approved unanimously by voice vote. (Phyllis Smith Absent)

Motion made by Shelton Pooler to approve the FY2026 Budget/Financing and Implementation Plan (2026-2030) Seconded by John Berger. Motion was approved unanimously by voice vote. (Phyllis Smith Absent)

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NORTHWEST CRA ADVISORY COMMITTEE

SPECIAL MEETING MINUTES

Tuesday, September 9, 2025

Mitchell Moore Park - 901 NW 10 ST - 6:15 p.m.

A. CALL TO ORDER

Whitney Rawls called the meeting of the Northwest CRA Advisory Committee to order at 6:21 pm.

B. ROLL CALL

Whitney Rawls – Chairman
Jay Ghanem -Vice Chair
Shelton Pooler
John Berger
Keriann Worley
Velma Grant
Danielle Elzahr

ABSENT

Phyllis Smith

Whitney Rawls extended prayers for Committee Member Phyllis Smith as she continues recovery.

C. ADDITIONS/DELETIONS/REORDERING

None.

D. APPROVAL OF MINUTES

1. July, 7, 2025

Motion made by Velma Grant to approve the minutes of the NWCRA Advisory Committee Meeting of July 7, 2025. Seconded by Jay Ghanem. Motion was approved unanimously. (Phyllis Smith Absent)

E. AUDIENCE TO BE HEARD

Jocelyn Jackson commended the Advisory Committee and CRA staff for its continued dedication and hard work in attending meetings and addressing difficult issues, despite criticism on social media platforms. The speaker emphasized the importance of staying committed to fighting blight in the district and encouraged the committee to keep advancing redevelopment efforts.

F. OLD BUSINESS

None.

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G. NEW BUSINESS

1. Purchase Contract 1651 NW 15 Avenue, Pompano Beach, FL 33069

Cassandra LeMasurier presented the purchase contract for 1651 NW 15 Avenue. **Ms. LeMasurier** explained the CRA's history of acquiring nearby parcels as part of settlement agreements related to code compliance liens and foreclosure proceedings, noting that the CRA had previously taken responsibility for cleanup of overgrown properties with illegal dumping. This lot had a similar history, having been acquired by a prior owner at a tax deed auction and left in poor condition.

Ms. LeMasurier stated the CRA negotiated a purchase price of \$250,000 (\$11 per sq. ft.), which is below the Broward County Property Appraiser's market value of \$277,040. The acquisition adds to CRA's ongoing land assembly strategy in the area, with the goal of assembling sufficient parcels for right-of-way dedications and future redevelopment into a buildable residential neighborhood.

Jay Ghanem inquired about the CRA's long-term vision for the subject area. **Nguyen Tran** explained that the Advisory Committee had previously directed those acquisitions in this neighborhood remain residential in character. To achieve this, right-of-way dedications are necessary so that the City can extend utilities, roads, sidewalks, and emergency access.

Mr. Tran noted that existing infrastructure is inadequate: roads are too narrow for emergency vehicles, there are no fire hydrants, and water lines are outdated, undersized, and located across private property without legal access. The City retained a consultant (WGI) in 2024 to study road configurations and right-of-way requirements, and the code was amended to allow a reduced 30-foot right-of-way. Despite outreach, only two property owners have agreed to dedicate right-of-way.

Mr. Tran explained as part of this acquisition, the CRA will require a right-of-way dedication from the current owner. The property also has an approved plat and site plan for 23 garden apartments, though its future is uncertain due to a pending sale. **Mr. Tran** emphasized that while a separate private development may pursue multi-family apartments, the CRA's vision for this area remains primarily single-family housing, contingent on sufficient right-of-way dedications to support infrastructure and services.

Committee members engaged in a discussion regarding the proposed property acquisition, focusing on appropriate land use, market value considerations, buildability of the site, comparable assessments provided by the Broward County Property Appraiser (BCPA), and the potential for land assemblage to support future redevelopment opportunities.

Danielle Elzahr inquired about the threshold of property acquisition needed to initiate infrastructure investment. **Ms. LeMasurier** explained that once the CRA has control of sufficient parcels, the City can budget capital improvements to extend utilities and infrastructure. A key component is obtaining right-of-way dedications from property owners.

Ms. LeMasurier noted that the subject property includes a right-of-way dedication as part of the purchase, which strengthens the case for future improvements. While ideally all property owners along the roadway would participate, previous City efforts secured dedications from only two owners. It was highlighted that some owners, particularly long-term investors,

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appear supportive due to their interest in the area's future potential and relatively low holding costs.

Ms. Elzahr also inquired about the outlook for remaining landowners in the "lower L-shaped" area. **Ms. LeMasurier** indicated additional outreach would be needed, but emphasized that securing broader participation in dedications remains critical for comprehensive infrastructure improvements.

John Berger asked what would happen if the CRA purchased the lot but adjacent homeowners declined to sell or dedicate right-of-way. **Ms. LeMasurier** explained that the CRA would hold the property for long-term assembly, with the intent of acquiring additional parcels over time. Should the CRA sunset, ownership would transfer to the City of Pompano Beach, which could continue redevelopment efforts. **Ms. LeMasurier** further noted that the neighborhood has remained largely unchanged since the 1970s–80s, and this area represents one of the few opportunities to assemble land for a potential single-family subdivision in the future.

Motion made by Velma Grant to approve the Purchase Contract for 1651 NW 15 Avenue, Pompano Beach, FL 33069. Seconded by John Berger. Motion was approved unanimously by voice vote. (Phyllis Smith Absent)

2. Unsolicited Proposal – Parrish & Associates – 300 NW 27th Avenue

Nguyen Tran reminded the Committee that at the July 7, 2025 meeting, an unsolicited proposal was presented by Frazier Elite Homes for construction of four attached single-family homes on NW 27th Avenue, just south of King Freddie Lodge. As required by statute, staff advertised the proposal and opened a 30-day window for other developers to submit competing proposals. During that period, **Parrish & Associates** submitted a proposal for the same site. Their presentation was introduced at this meeting for the Committee's consideration.

Laura Parrish, of Parrish & Associates, introduced the firm's proposal to the Committee. She noted her 27 years of experience in the real estate industry, including work as a mortgage broker, in renovations, and in new construction. **Ms. Parrish** emphasized the firm's commitment to delivering high-quality housing at all price points and spoke to her family's longstanding ties to the Northwest community, noting multiple generations of property ownership in the area. **Ms. Parrish** explained that Parrish & Associates had prepared two unsolicited proposals for consideration, highlighting their investment and dedication to the community. Ms. Parrish was joined by her son, **Joshua Parrish**, a contractor and licensed real estate agent with over eight years of experience, who would conclude the presentation by detailing the specifics of their Northwest project proposal.

Mr. Parrish presented details of the Parrish & Associates unsolicited proposal. He shared examples of the firm's prior work with the CRA, including new construction on NW 7th Street, highlighting the team's ability to deliver modern, high-quality homes from vacant lots.

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For the NW 27th Avenue site, Parrish & Associates proposes to re-plat the parcel into two lots and construct two duplex townhouse structures (four units total). Each townhouse would be approximately 1,705 sq. ft. of living space (just over 2,000 sq. ft. including garage and patio) with three bedrooms, 3.5 bathrooms, a one-car garage, and covered porch. The proposal requests that the CRA donate the lot in order to maintain affordability, with a projected sales price of \$440,000 per unit (about \$258 per sq. ft.), compared to nearby sales of up to \$360 per sq. ft. Estimated build cost is \$200 per sq. ft., with an 18–19% profit margin. An alternative version contemplates a CRA land sale at \$55,000 per unit, which would increase the price point to approximately \$495,000.

Mr. Parrish emphasized a commitment to local labor, suppliers, and contractors, projecting an annual tax contribution of roughly \$11,000 total for the four homes at current millage rates. The anticipated timeline is 12 to 18 months for design, permitting, construction, and landscaping, within the CRA’s standard two-year development agreement framework.

Mr. Tran noted that the receipt of multiple unsolicited proposals is unusual and highlighted the lack of a structured evaluation format compared to a formal RFP process. Both the Frazier Elite Homes and Parrish & Associates submissions initially lacked required information; supplemental materials have since been provided, though some items remain outstanding. To ensure a thorough and fair review, **Mr. Tran** recommended formation of a three-person subcommittee of Advisory Committee members with relevant expertise (e.g., contracting, architecture, real estate). The subcommittee would be tasked with evaluating both proposals against a consistent set of criteria and returning with a recommendation for the full Advisory Committee.

Public and staff engaged in discussion regarding the advertising process for the unsolicited proposals, including questions about notice requirements and outreach.

Whitney Rawls clarified that while the term Request For Proposals (RFP) is sometimes mentioned informally, unsolicited proposals are not RFPs. Instead, by statute, they must be noticed for 30 days to allow other interested developers the opportunity to respond. **Mr. Rawls** explained this process has been intentionally designed to provide access for small developers and contractors to participate in CRA projects ranging from single-family infill lots to larger redevelopment sites.

Mr. Rawls noted that this is the first instance in which a competing proposal has been received during the 30-day notice period, effectively requiring the proposals to be evaluated in a manner similar to an RFP for fairness and transparency. **Mr. Rawls** emphasized the CRA’s commitment to keeping the unsolicited proposal process open and accessible, while acknowledging that projects with multiple competing interests (e.g., Sixth Avenue) would instead move to a formal RFP process.

Discussion ensued. Committee and public comments emphasized the importance of community input and ensuring local residents and small developers have opportunities to participate in redevelopment projects.

Mr. Rawls requested volunteers for the proposed three-person subcommittee to review the unsolicited proposals. Given the project’s focus on townhouses, construction, architecture, and real estate, members with relevant expertise were sought. Committee Members Danielle Elzahr, Velma Grant, and Keriann Worley volunteered to serve on the subcommittee.

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Public comments reflected support and enthusiasm for the Parrish & Associates Townhome proposal, with residents noting the need for affordable, quality housing options in the community and expressing personal interest in becoming future homeowners.

3. Unsolicited Proposal – Parrish & Associates – 1910 NW 7th Street

Nguyen Tran introduced the NW 7th Street site, located at the northwest corner of NW 16th Avenue and NW 7th Street, adjacent to Ortanique Estates. It was noted that Parrish & Associates had previously completed two homes in Ortanique Estates, which were the last homes finished in that development. The proposed site is situated near the Jesus Christ Supernatural Church and at the edge of the DR Horton project area.

Joshua Parrish presented their proposal which featured construction of a single-family home of approximately 1,754 sq. ft. under air, with three bedrooms, two bathrooms, and a one-car garage. The home would feature high-quality finishes including impact-rated windows and doors, quartz countertops, tile and hardwood flooring, stainless steel appliances, and modern energy-efficient standards to reduce operating costs for homeowners. **Mr. Parrish** stated the projected construction timeline is 9–10 months, with a conservative schedule including design, site preparation, construction, and landscaping phases. Parrish & Associates emphasized their commitment to using local labor and suppliers, delivering high-quality, affordable housing, and continuing their 27 years of experience in the community.

Mr. Tran confirmed that the project targets households earning 80–120% of the Area Median Income (AMI) and explained the AMI for Broward County is estimated to be around \$90,000. **Mr. Tran** explained once a meeting date is finalized to review the proposals, the CRA will notify the three subcommittee members.

4. FY2026 Budget/Financing and Implementation Plan (2026-2030)

Kimberly Vazquez provided an overview of the revised budget and highlighted the changes made since the version presented in July. The certified property values reflected a 16% growth in the district overall, translating to nearly 9% growth in tax increment financing (TIF) for the Northwest area this fiscal year. **Ms. Vazquez** stated this increase was largely driven by new construction projects, including ten Habitat for Humanity homes, the Highland Oaks development with approximately 110 units, and the Old Town Square multi-family development.

Discussion ensued by the members and staff regarding FY 2026 budget. **Ms. Vazquez** confirmed that this presentation represented the final version of the FY 2026 budget, which will be brought before the Board for formal approval on September 16th.

Cheryl Swain, a resident and business owner on NW 6th Street, raised questions regarding the \$50,000 demolition line item in the CRA's budget. She referenced recent discussions at the City Commission meeting earlier in the day, where concerns were expressed about properties purchased by the CRA that have either been recently demolished or scheduled for demolition. **Whitney Rawls** clarified that the \$50,000 demolition budget is not designated for any specific property at the time of adoption. Instead, it serves as a general funding allocation available throughout the fiscal year to address demolition needs as they arise. **Mr. Rawls** explained this allows the CRA to act flexibly when new properties are acquired that may

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require clearance or site preparation. **Nguyen Tran** explained properties within the Downtown are governed by the master development agreement that authorizes staff to acquire properties within the approved boundaries. Discussion ensued regarding the Downtown Boundaries, property acquisitions and Tax Increment Financing (TIF) reduction in the Northwest district. There was a strong consensus among committee members opposing any reduction in TIF allocation for the area and requested a formal letter be sent to the City Commission regarding this matter.

Motion made by Shelton Pooler to approve the FY2026 Budget/Financing and Implementation Plan (2026-2030) Seconded by John Berger. Motion was approved unanimously by voice vote. (Phyllis Smith Absent)

5. DIRECTOR/STAFF REPORT

Nguyen Tran announced the September 16, 2025 CRA Budget hearing.

I. KEY PROJECTS

1. G.O. Bond Updates

Nguyen Tran reported that construction crews are currently retrofitting ADA curb ramps at each existing intersection along the southbound side of Dixie Highway. Reconstruction work in this area is approximately 50% complete and progressing steadily, despite the high traffic volumes along the Dixie Highway corridor, particularly in Segment 3A. **Mr. Tran** explained the maintenance of traffic plan has been effective, allowing crews to maintain productivity while minimizing disruption to vehicle flow and overall accessibility in the corridor. **Mr. Tran** explained a dedicated outreach firm continues to actively engage and assist local businesses affected by construction, ensuring that access points remain available and that communication regarding impacts is clear throughout the project period. Overall, the G.O. Bond project remains slightly ahead of schedule and is expected to be completed prior to December 2026, which is earlier than the originally approved completion date.

2. The Downtown Project

Nguyen Tran reported HOK Architects continues to work in coordination with the City on the City Hall and parking structure designs, as well as related infrastructure and utility pre-development planning. The firm is expected to present updated design concepts and progress findings sometime in October, though a specific presentation date has not yet been confirmed.

Mr. Tran also provided a brief site update on recent demolitions and property activity within the downtown redevelopment area. The Saxon Walls building has been demolished, and the Qwik Stop property has been vacated following the tenant's departure on August 26, with keys returned to the CRA. That site is now scheduled for demolition as part of ongoing redevelopment efforts. **Mr. Tran** noted that the adjacent park area has been cleaned and stabilized, and that conditions in the vicinity have improved noticeably since the closure of the Qwik Stop, with fewer issues reported in that area.

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3.Grisham Properties

Nguyen Tran reported no changes.

4.Sonata

Nguyen Tran reported no changes.

5.Hunter's Manor

Nguyen Tran said Hunter Manor is under construction with approximately 16-18 homes being constructed.

6. 11 NE 1st Street - Wash House

Nguyen Tran stated there is no update until parking is addressed in Old Town.

7. NW 6th Ave Tactical Urbanism Plan

Nguyen Tran stated the CRA proceeded through the bidding process and has selected a local contractor, Alexander and Johnson, to carry out the removal and replacement work, which will involve installing speed tables at key intersections to enhance safety and traffic flow. The contract for this work is scheduled to go before the CRA Board for approval on September 16, 2025.

8. Big Tree BBQ

Nguyen Tran reported the CRA continues to work closely with Big Tree and project representative Stacy Boyden. The site plan has been submitted for review to the Development Review Committee (DRC) and is expected to be considered at the October meeting. **Mr. Tran** stated the project is progressing forward through the DRC process, indicating continued momentum toward redevelopment and activation of that site.

J. COMMITTEE MEMBER REPORTS

Nguyen Tran- No report.

Shelton Pooler- Advocated for no reduction in TIF for the NWCRA.

Keriann Worley- Expressed appreciation for the productive and informative nature of the meeting. **Ms. Worley** reiterated the importance of advocating for the preservation of TIF funding, noting that residents may not fully understand its purpose or impact. She urged fellow members and community stakeholders to attend upcoming meetings and speak up to ensure the Northwest CRA's voice is heard in any future budget discussions.

John Berger – Inquired if the TIF reduction will come up during the CRA Budget meeting in September.

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Danielle Elzhar – Agreed with the Committee’s sentiments.

Velma Grant – No report.

Jay Ghanem – Reminded the committee to remain impartial and to stay focused on its mission.

Whitney Rawls – Reflected on the value of open discussion and community service. He expressed appreciation for the committee’s lively yet constructive dialogue, noting that such exchanges are healthy and keep the committee focused on its mission to serve the community. He reaffirmed his commitment to transparency and honesty, offering to answer questions from the public and ensuring that no information is withheld. **Mr. Rawls** urged members to focus on increasing public engagement, noting that attendance at meetings is often low and encouraging more residents to participate in the redevelopment process. **Mr. Rawls** further requested that committee minutes reflect not just motions and votes, but the full narrative of discussions, so that decision-makers understand the reasoning behind recommendations. He urged members to review their backup materials in advance of meetings, reach out to staff with questions, and stay informed. **Mr. Rawls** praised staff for their efforts in supporting developers and helping them prepare well-structured, turnkey proposals, emphasizing that the CRA’s goal is to create opportunities for small developers, contractors, and local residents to thrive.

**K. NEXT MEETING - Monday December 1, 2025 – 6:00 p.m. – E. Pat Larkins
Community Center**

L. ADJOURNMENT

There being no other business, the meeting of the Northwest CRA Advisory Committee adjourned at **9:07p.m.**