
Incentives Now Available to Improve Plantation Gateway Businesses

Kristin Mory, Economic Development Coordinator

Now that the FDOT road-widening project is coming to a close and you begin to see the new landscaping being installed in the Plantation Gateway, have you begun to think about fixing up your own property? Well there is no better time than the present.

In an effort to encourage the private sector to invest in improvements in the Plantation Gateway corridor, the City of Plantation is launching a special economic incentive program for the Plantation Gateway.

The **Beautification Program**'s goal is to encourage Plantation Gateway property owners to undertake improvements that bring properties into compliance with the landscape design and aesthetic themes contained in the Plantation Gateway Community Redevelopment Plan. The program will rebate 100% of cost to install landscape edge treatment, 75% of the cost of signage improvements, 50% of the cost of façade improvement projects, and 25% of the cost of landscape buffer installation.

The **Code Compliance** program is designed to help property owners comply with current South Florida and local building codes and ordinances, since this is often difficult for older properties. Therefore, the City is pleased to offer assistance to properties located in the Plantation Gateway Redevelopment District to bring them into compliance with current building code. Eligible projects will receive a rebate of 3% of the interest associated with loans borrowed for code compliance projects.

The **Business Attraction** program is designed to attract new companies that create a significant number of high paying jobs to the Plantation Gateway Redevelopment District. In instances where businesses are considering locating their facilities to or expanding in the Plantation Gateway, businesses may be eligible to receive economic development incentives including: Ad Valorem Tax Rebate, Utility Tax Rebate, Franchise Fee Rebate, Building Permit Fee Waiver, Landscaping Assistance, Broward County and State of Florida Business Incentives (where applicable). Business Attraction Incentives will be negotiated on a case-by-case basis and be tailored to suit the needs of individual companies. Cont. on page 2...

Gateway 7 Becomes Plantation Gateway

Kristin Mory, Economic Development Coordinator

At the May 11, 2000 meeting of the Plantation Gateway Advisory Board, members discussed renaming the Plantation Gateway District as a way to signify a new start to the redevelopment effort and to provide the District with an appealing identity that could be used in future efforts to market the State Road 7 Corridor. After discussing several options for a new District name, the Advisory Board formed a sub-committee to review the new City of Plantation logo and tag line to determine if they were suitable for incorporation into the new District name and make recommendations to the board on a new name. The sub-committee was comprised of Richard Allison (Reading Skills Center), Rick Case (Rick Case Acura) and Rick Mesard (West Broward Shopping Center).

The subcommittee met and discussed the renaming of Plantation Gateway. Criteria for the District's name were established and included 1.) brevity of not more than two or three words; 2.) not having a shopping center/plaza connotation; 3.) including the word "Plantation"; 4.) accurately describing the district; and 5.) maintaining the historical and physical idea of a "Gateway". After thoroughly discussing various options, the subcommittee unanimously agreed upon "**Plantation Gateway**" as the new name for the Plantation Gateway Development District.

The Plantation Gateway Development District Advisory Board, at its August 17, 2000 meeting unanimously approved "**Plantation Gateway**" as the new district name and forwarded this recommendation to the Plantation Gateway Development District Board of Directors for formal adoption. The Board of Directors unanimously adopted the new name of "**Plantation Gateway**" at its August 30, 2000 meeting. Keep an eye out for the new name as it begins to appear on signs in the corridor and even on the front cover of this newsletter.

A Message from Mayor Rae Carole Armstrong



In this edition of "The Gate" quarterly newsletter, readers are being informed of the new economic incentive program that is being offered by the City of Plantation to property owners in the Plantation Gateway Development District. This, the most recent economic development initiative, is a big step for the City of Plantation - it is a brand new program never before offered in Plantation and it is a definite and purposeful step forward for the redevelopment of the State Road 7 Corridor.

As long-time Plantation residents and property owners know, offering economic incentives is a big step for the City of Plantation. Since the City was established, we have all enjoyed being a desirable destination for businesses and residents. The concept of paying incentives to businesses to entice them to locate in the City had not previously been considered. However, over the years, the economic climate has changed, development and financial resources have moved west and some of the older neighborhoods throughout South Florida have fallen into disrepair.

The face of the South Florida real estate industry has changed drastically over the past few years and the business environment has become significantly more competitive. Today, it is not uncommon to hear about million dollar deals being offered by municipalities to court large businesses to locate in their community. These deals are called economic incentives, but they aren't the typical type of incentive that we have in mind for Plantation Gateway property owners.

Plantation is taking a common sense approach to economic incentives. Many people often forget that the meaning of the word incentive is "to incite to action". Plantation's economic incentive program has been designed as a call to action in the redevelopment of the Plantation Gateway. The program has been designed as a call to action - inviting property owners to invest in their own properties by bringing them into code compliance, beautifying exteriors and interiors, updating signage and planting landscaping that will enhance the entire corridor. In order to bring property owners to action, the City is offering a significant financial match on funds necessary to undertake redevelopment projects. We are, in essence, forming a partnership for action.

Since the City of Plantation has made a solid commitment to the revitalization of the Plantation Gateway Development District, it is now necessary that we all follow through with action. I encourage each and every one of you to take it upon yourself to take action and to contribute to the redevelopment of State Road 7. This is an exciting new program and I look forward to working with each of you on successful redevelopment projects as they emerge from this initiative.

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Here is how it works: Application packets will be available to interested property owners beginning October 1, 2000 and will be available through November 1, 2000. For those who have already called and indicated an interest in the program, you will automatically receive an application packet in the mail. Applications will be due to the Plantation Planning, Zoning and Economic Development Department, Attention: Kristin Mory no later than the close of business (4:30 p.m.) November 15, 2000.

After the application deadline, proposals will be reviewed by a committee comprised of three members of city staff. Proposals will be reviewed to determine if they advance the goals and objectives of the Community Redevelopment Plan, demonstrate a comprehensive commitment to property rehabilitation, and meet the eligibility criteria set forth in the incentive program description. Staff will be looking for projects that will have a significant impact on the redevelopment area. Staff will make recommendations on which projects to fund and how many can be funded with the available budget. An award announcement will be made no later than December 7, 2000.

Plantation Gateway Economic Incentive application will be available at the Plantation Planning, Zoning and Economic Development Department, 401 NW 70th Terrace, Plantation, FL 33317. Internet users may download application packets at the City of Plantation's website www.plantation.org. Application packets may be requested by calling Kristin Mory at 954-797-2622 or via email at kmory@plantation.org. Please be sure to include your full mailing address including your name and your business name when emailing a request.

Plantation Gateway Adopts Spending Measures

Kristin Mory, Economic Development Coordinator

As the Plantation Gateway Development District moves into the implementation of its recently approved Community Redevelopment Plan, redevelopment projects are being initiated and revitalization work is being done throughout the District. In the months to come, noticeable changes will be observed throughout the District as bricks are laid, Royal Palms are planted, and new signage is installed.

Funding for these projects was envisioned by the Conceptual Plan and restated in the Community Redevelopment Plan as a partnership between the City of Plantation, the Plantation Gateway Development District and outside financing. To ensure adequate future funding for the redevelopment projects, the Plantation Gateway Development District was asked to reinstate its 2.0 mills as its contribution to the redevelopment program.

At the August 17, 2000 Plantation Gateway Development District Advisory Board meeting, members unanimously voted to reinstate the 2.0 mills. In addition, Advisory Board members authorized City staff to move forward with using Plantation Gateway funds to install the landscaping associated with the beautification program. The Advisory Board's recommendations with respect to these two items were forwarded to the Board of Directors for action. The Plantation Gateway Development District Board of Directors unanimously approved the concept of reinstating the 2.0 mills assessment to fund redevelopment projects in the District and authorized staff to move forward with the implementation of the beautification program.

As the beautification program is implemented, the District will quickly see visible improvements to the look and feel of State Road 7.

Plantation Main Street

Richard Allison, Plantation Main Street

Plantation Main Street is anxious to see some of the Community Redevelopment Plan projects take place in the coming year, such as: Sign and Façade Improvements in accordance with the Master Plan and Design Guidelines, Landscape Element – an edge treatment using landscaping, and enhanced streetscape improvements.

Broward County has finished installing the water main line on the south side of State Road 7 and the Florida Department of Transportation (FDOT) will complete their road-widening project by the end of September. At the same time, work is beginning on the infrastructure projects in Melrose Park – our residential neighbors to the east.

Plantation Main Street invites the public to attend its monthly meetings, held on the second Tuesday of each month. Please see the meeting schedule for exact times and locations.

For more information about Plantation Main Street, please call me at 583-1929.



Redevelopment projects are appearing throughout the corridor. Pictured is the shell of the former Chuck's Steakhouse, which is being transformed into administrative offices for Accurate Pest Control.

Plantation Gateway Utilities Project Update

Mel Entus, Utilities Director

The City of Plantation Utilities Fund and the Plantation Gateway Taxing District have committed an additional \$250,000.00 to the sanitary sewer project that will tie businesses along the corridor into the City's sewer system. The city council pledged \$250,000.00 at the July 12, 2000 meeting and made a request that a portion of it be offset by Plantation Gateway funds. The Plantation Gateway advisory council responded by providing equal funding.

Those actions brought the total funding to \$744,217.00 including a \$244,217.00 county grant and \$250,000.00 previously committed from Utility funds. The council specifically asked that the additional funds be used against the single user facilities in order to give every property owner an estimated 29% reduction in assessments.

The project, which will tie in businesses from the Walgreen's plaza on State Road 7 to SW 44 Avenue on Broward Boulevard, is ready to be presented for contractors' bids. The Utilities Department expects the project to begin about January 2001 and be substantially complete by June 2001.

There will be minimal disruptions to businesses because the installation will be done in 3 steps, keeping the contractor on any one property for very short periods. The main collection lines will go in first, followed by valve pit installation, and finally by the abandonment of old septic systems and connection to the new sanitary sewer system. Property owners who choose their own contractor for abandonment and final piping should notify the Utilities Department to minimize service interruptions.

Questions about the project can be directed to David Grey at (954) 797-2779 or dgrey@plantation.org.

Frankly My Dear, We're Glad You're Here

Jodi Pearl, Grants Administrator

The City's new City Engineer, Brett Butler, officially started last month. He comes to us from the City of Pompano Beach where he worked as a Civil Engineer for over eleven years. A native of Florida, Mr. Butler grew up right here in the Plantation Acres. He attended Florida Atlantic University and graduated in 1985 with a Bachelor of Science degree in Ocean Engineering. Today, Mr. Butler and his family reside in the Plantation Park area of our community.

During his time working as an engineer at the City of Pompano Beach, Mr. Butler gained valuable practical experience on a variety of capital projects. He designed water, sanitary sewer and storm drainage utility improvements, city parks, helped the Pompano Beach Police Department improve their headquarters facility and worked to make sure Pompano's government buildings were safe and well-maintained. Mr. Butler worked on roadway beautification projects, similar to those going on right now in Plantation's State Road 7 corridor, and he was involved with Community Development Block Grant (CDBG) programs. In addition to his engineering background, he also has building construction experience. Mr. Butler is looking forward to the many exciting projects that lie ahead!

Plantation Main Street Meeting 830 South State Road 7

October 10	November 14	December 12
12:00 p.m.	12:00p.m.	12:00p.m.

Plantation Gateway Development Development District Plantation General Hospital, 401 NW 42nd Avenue

October 12	November 10	December 14
12:00p.m.	12:00p.m.	12:00p.m.

Wendy's Restaurant

Kristin Mory, Economic Development Coordinator



Make sure to keep an eye out for the opening of the newest restaurant on the block – Wendy's Old Fashioned Hamburgers! Most people know that Wendy's serves great hamburgers, but the next time you drive by, think of some of these interesting Wendy's facts:

1. Wendy's has over 5,000 restaurants all over the world.
2. Wendy's Founder Dave Thomas dropped out of high school at age 15, declared it the biggest mistake of his life and returned to college as an adult to receive his General Equivalency Degree (GED) from Coconut Creek High School.
3. Wendy's is named after Dave Thomas' daughter Melinda Lou, who was nicknamed Wendy by her brothers and sisters.
4. Wendy's founder Dave Thomas learned his trade from one of the most famous names in food – Colonel Harland Sanders, founder of Kentucky Fried Chicken.

Colonel Saunders enlisted Dave Thomas to turn around four failing KFC franchises and offered Dave 45% of the profits if he could make them a success – Dave made them into successful restaurants and, in doing so, became a millionaire by the time he was age 35.

Sav-A-Lot Food Stores Come to Plantation Gateway

Dan Kimach, Manager of Corporate Communications, Sav-A-Lot

Save-A-Lot's unique concept was introduced with a handful of stores in the St. Louis, MO area in 1978. Today, the company is the nation's fastest growing limited-assortment grocery wholesaler and retailer, serving almost 900 corporate and independent stores with 11 distribution centers in 35 states.

Simply, Save-A-Lot's "value equation" – providing the highest quality grocery items at savings up to 40% less than conventional grocery stores – has stood as the company's cornerstone for success. It is an idea conceptualized, defined, refined, and executed by Bill Moran, President and Chief Executive Officer. The company has prospered because of a commitment to streamlining purchasing, delivery, and retail operations to provide high quality, exclusive-label products to customers at prices up to 40% less than conventional grocery stores. The limited-assortment format reduces operating costs, and the incredible buying power of almost 900 stores allows Save-A-Lot to offer lower prices to its customers. And the company's commitment to carrying only the highest quality, "Grade A" grocery items remains as strong today as it was in 1978.

Save-A-Lot's limited-assortment format means that the stores stock the most frequently purchased grocery items, offering the most popular size of each. Save-A-Lot primarily offers its own exclusive-label products, which are constantly tested by the company's home economists to ensure that the items are equal to or better than the leading brands. Stores also carry an assortment of national brand products at terrific savings. The store offers fresh fruits and vegetables, USDA-inspected beef, pork, and poultry, dairy products, frozen foods, canned fruits and vegetables, smoked and packaged meats, household products and health and beauty aids.

Save-A-Lot takes prides in being a neighborhood grocery store where people find good value without sacrificing quality, which is insured by the store's 100% unconditional guarantee.

Make sure to keep an eye open for Save-A-Lot's grand opening in the West Broward Shopping Center this fall!

New Businesses - Welcome to State Road 7

During June, July and August the following new businesses opened their doors on State Road 7:

An Eternal Start	4318 W Broward Blvd. #4
ARS Auto Sales Inc.	460 N State Road 7
Foundation Records	27 S State Road 7
Smart Shop of Plantation Inc.	109 N State Road 7
Stylt International	3800 W Broward Blvd.
Unique Home Accents	307 S State Road 7
Physicians Health Care Plans	4330 W Broward Blvd.
David Seiden, MD	4101 NW 4 Street #211
Cesar Rosa, MD	4101 NW 4 Street #309
Maria Montoya, DMD	660 N State Road 7
Family Discount	51 N State Road 7
Franah Vazir Marino, MD	401 NW 42 Avenue

Welcome to State Road 7 and the City of Plantation! Let's do our best to welcome them.

Newsletter Ideas and Free Advertising

Please submit your news and ideas about Gateway 7 by September 15, 2000. If you own a business, please submit your business card for a chance to win a free advertisement spot. Submit to: Kristin Mory; 400 NW 73rd Avenue; Plantation, FL 33317. By Phone: (954) 797-2622. By Fax: (954) 797-2793. By Email: kmory@plantation.org

The Gate
City of Plantation
400 NW 73rd Avenue
Plantation, FL 33317

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