



2020-05

State Legislative Session Funding Request

**Project: US-1 Corridor Economic
Development Plan**





OFFICE OF THE TOWN MANAGER

Rafael G. Casals, ICMA-CM, CFM
Town Manager

Cutler Bay US1 Corridor Economic Development Plan

Amount Requested: \$100,000.00 (50%)
Match funding available: \$100,000.00 (50%)
Total Project Cost: \$200,000.00

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Project Abstract:

The Town of Cutler Bay (the Town) is requesting \$100,000.00 to establish an Economic Development Plan that will encourage environmentally friendly practices, provide for smart growth, foster entrepreneurship, and create new jobs for local residents. The Economic Development Plan will consider existing conditions within the Town limits along the US-1 Corridor and Southland Mall, and future trends for economic development. The scope of work will:

- delineate all existing development;
- identify all retail/commercial uses;
- ascertain gross retail sales dollar volume;
- analyze existing demographic profiles of the corridor’s trade area;
- list all major retailers within one, three- and five-mile radius of the study area;
- provide design characteristics that have attracted retailers in similar submarkets and

Since 2014, the Town approved thirteen (13) development projects in the commercial corridor. These efforts have resulted in the creation of approximately 750 new jobs. While this is encouraging, the Town and residents recognize a need to review current Land Development Regulations and formalize a plan that will create gainful employment, attract the businesses that are important to our residents, continue to promote small businesses, and contribute to the quality of life for all residents.





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Project Outcomes and Performance Measures:

The primary output for this project is to develop the Cutler Bay Economic Development Plan. The Town has identified performance measures for each of the following project outcomes:

Project Outcome	Performance Measure
<p><u>Stimulate Economic Development:</u> Implement a strategy that will attract new high-tech, Research & Development (R&D) and manufacturing start-up companies to the Town of Cutler Bay.</p>	<p>Identify project sites and locations based on public input that will be included in the Economic Development Plan.</p>
<p><u>Facilitate use or re-use of existing infrastructure:</u> Provide technical assistance/training to Town Staff, Members of the Economic Development Council and the business community to allow them to fully participate in this project.</p>	<p>Host at series Public Involvement Meetings to receive public input on the Economic Development Plan that will develop a Strategic Master Plan within the Commercial Corridor.</p>
<p><u>Create/Preserve Green Space, Recreational Property, or other non-profit uses:</u> Identify additional opportunities for “green spaces” within the Town Center District.</p>	<p>Collaborate with the Town’s Parks & Recreation Advisory Committee and Town Staff to identify at least one opportunity for new or enhanced “green space” within the project area.</p>
<p><u>Sustainable and Equitable Development Outcomes:</u> Review current Town Master Plans (Transportation Master Plan, Bicycle/Pedestrian Master Plan, Stormwater Master Plan, Tree Master Plan, Strategic Master Plan etc.) and link the plans together to ensure that the Economic Development Plan considers at a minimum; equal public access (i.e. public transportation, bicycle/pedestrian safety, private car), green building practices, updated infrastructure (roadways, drainage, etc.) and engagement of special populations (i.e. low-income, older adults).</p>	<p>Provide a brief summary of the Town’s existing Master Plans and how the projects proposed in the existing Master Plans will “link” to the Economic Development Plan.</p>





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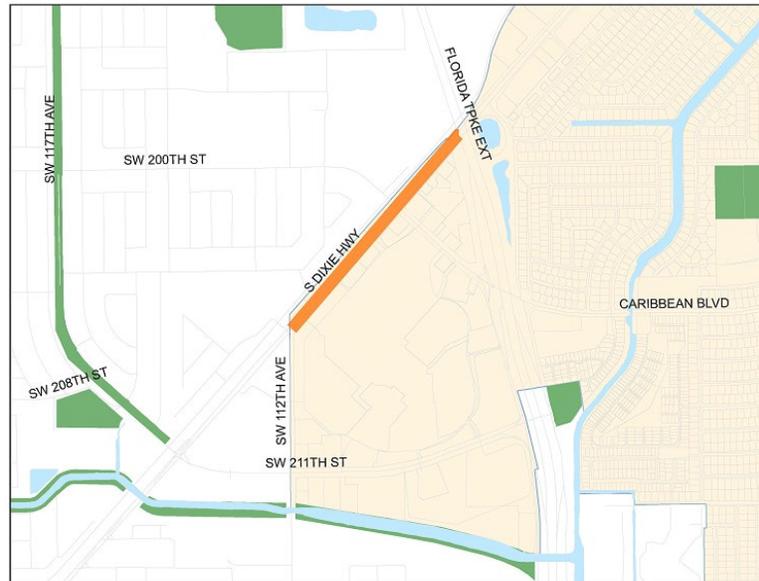
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Project Location:

The Town was established in 2005 and is the newest municipality in Miami-Dade County. The ten (10) square mile Town is located in the Southern portion of Miami-Dade.

The Town has two primary commercial corridors, US1 on the West and the Historic Old Cutler Road on the East. The Commercial Corridor located on US1 is of great significance to the Town because it is the location of the only indoor shopping mall, Southland Mall, in South Miami-Dade. The US1 commercial district is also a part of a Federal Qualified Opportunity Zone and encompasses two Brownfield areas. This corridor is accessible via public transportation and serves as a major hub for all of South Dade because it connects residents to;

- South Dade Government Center and Courthouse
- Social Security Office
- South Miami-Dade Cultural Arts Center
- Miami-Dade Public Library - South Dade Regional branch
- Affordable Housing for Seniors
- Miami-Dade Police Station
- Cutler Bay Town Center/Town Hall Building



Match Funding Available:

The Town commits \$100,000.00 (50%) of the total estimated cost of \$200,000.00 as match funding. This funding is obtained through the Town's General Fund - Grants Budget.

