

**MEETING OF THE FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY
8TH FLOOR CONFERENCE ROOM
CITY HALL
TUESDAY, FEBRUARY 15, 2011 – 2:30 P.M.**

Chairman Seiler called the meeting to order at approximately 3:15 p.m. Roll was called and a quorum was present.

Present: Chairman John P. "Jack" Seiler
Vice Chair Romney Rogers
Member Bruce G. Roberts
Member Bobby B. DuBose
Member Charlotte E. Rodstrom

Also Present: Allyson C. Love, Acting Executive Director
John Herbst, City Auditor
Jonda K. Joseph, Secretary
Harry A. Stewart, General Counsel
Donald Morris, Director, Community Redevelopment Agency
(Beach)

1. January 19, 2011 Regular Meeting Minutes

Motion made by Member Rodstrom and seconded by Member DuBose to approve the January 19, 2011 regular meeting minutes. YEAS: Member Roberts, Member Rodstrom, Member DuBose, Vice Chair Rogers, and Chairman Seiler. NAYS: None.

**2. Central Beach Master Plan
Capital Improvement Project Priorities –
Funding Amount for Special Events**

Donald Morris, Community Redevelopment Agency Director (beach), provided a historical overview of the Beach Redevelopment Advisory Board's actions since the joint workshop with the Community Redevelopment Agency Board of Directors on November 9, 2010 as reflected in Commission Agenda Report 11-0064.

Earl Prizlee, Engineering Design Manager, displayed an aerial photograph with proposed project locations identified. He noted the Intracoastal Promenade, Channel Square and Oceanside Plaza projects needs to be completed together. He went on to describe the scope of each project, including proposed cost as detailed in the commission agenda report. The following responses were provided to questions raised by Member Rodstrom and Chairman Seiler. Mr. Prizlee confirmed that the façade design for the Oceanside Plaza parking garage will be presented to the Commission. Mayor Seiler clarified the angle in the plaza is actually the sight line from the top of the bridge. He agreed that mixed use retail should be considered for the garage's first level to enhance the appearance from A-1-A. The City Attorney confirmed that there are some deed restrictions that could pose issues with respect to mixed-use and tenants; he agreed to review the matter. Mr. Morris believed there is thought being given to trolley stops. There is a drinking fountain.

Concerning A-1-A Beachfront (eastside) Promenade, Mr. Prizlee drew particular attention to this item. He indicated that a feasibility study should be prepared by a consultant and submitted to the Department of Environmental Protection before moving forward. He confirmed for Commissioner Rodstrom that it would be ground level. Mr. Morris noted for Member Roberts that it would extend to Sunrise Boulevard.

Chairman Seiler wanted the wayfinding signage project to be a lot less costly.

Concerning Almond Avenue Streetscape, Chairman Seiler pointed out that these property owners may be interested in a public/private partnership.

Concerning the Sebastian/Alhambra Site, Mr. Prizlee noted there are two privately owned parcels and that would be part of the analysis. He confirmed for Member Rodstrom that it would be possible to move forward without having to purchase them. Mr. Morris explained that part of the problem is there is lot that bisects the City's property which would have to be addressed.

Concerning Channel Square, Member Roberts thought the City-owned corner property should be tied in to this and the open space improved. Chairman Seiler claimed the property is too close to the intersection to gain ingress/egress approval. Mr. Prizlee agreed the appearance needs to be improved.

Mr. Prizlee reviewed the implementation funding (by project) and funding plan, Exhibits 7 and 8 that are attached to these minutes.

Concerning Sebastian/Alhambra Parking Garage, he indicated that \$6 million is shown for obtaining the parcels if necessary. Otherwise, the development would occur, building around those parcels.

Mr. Prizlee advised that the funding plan addresses proposed annual special events funding of about \$371,906 or 8.2% of the capital improvement program. The overall plan is dynamic and would need annual review.

Mr. Morris indicated that staff believes they could immediately proceed with the CCNA (Consultants Competitive Negotiations Act) process for all of the projects which will provide the design and hard numbers for the board's consideration on how to proceed. He emphasized the importance of starting all of the projects now, rather than piecemeal, in order to complete them in eight years. Member Rodstrom suggested the CRA present the proposed projects to the public in a town hall meeting forum when it is time to do so. In response to Vice Chair Rogers, Mr. Prizlee explained that almost all of the Sasaki Plan is included in these proposed projects, except for the Intracoastal Promenade. Mr. Morris explained that it is not possible to proceed until the Palazzo lawsuit is finalized. If there are any savings, Member Rodstrom thought they could be used for the beach promenade as envisioned in the Sasaki plan. Chairman Seiler referred to a site in the vicinity (southwest corner of Las Olas Circle and Las Olas Boulevard) and suggested adding parking with the front portion developed as a park. Member Rodstrom noted it would go nicely with City property across the street, therefore both areas, on each side of Las Olas Boulevard, could be addressed. Mr. Morris thought the CRA (advisory board) would not be opposed to Chairman Seiler's suggested use.

Member DuBose recalled previous discussion on special events funding was to be seed money that would not be a recurring expense. He suggested a possible façade program along A-1-A. A general discussion ensued concerning the previous discussion on special events funding. Member Roberts stressed the importance of a fund to promote beach events, especially during this construction phase. He also agreed with Member DuBose that a façade program is a good idea. Vice Chair Rogers thought it may be worthwhile to build up a fund for a signature event to replace the Air and Sea Show for example. Chairman Seiler pointed out it could only be done during this short period of time. Member DuBose wanted to consider assisting the businesses in some way. He noted such an extent of construction will have an impact on businesses. Vice Chair Rogers agreed, noting that a contingency fund for this purpose may be necessary.

Member Rodstrom asked how long will it take for everything to be completed. Mr. Morris explained the funding must be encumbered by 2019. Mr. Prizlee noted after the CCNA process, the consultant will work on the phase that provides cost and a timeline for all of the projects. Roughly, CCNA requires 3-4 months, then task orders will be presented to the Commission. Chairman Seiler emphasized that the projects should be spread out over multiple engineering firms to promote competition and expedite the process. Discussion followed concerning the timeline including Mr. Morris' comment that some projects can proceed quicker than others depending upon approvals by other agencies. However, Mr. Prizlee emphasized staff needs to proceed at this stage with all of the projects. Chairman Seiler emphasized the need to shorten the timeline. Stephen Scott, Director of Economic Development, pointed out that all of this funding source has not yet been received; and, therefore, is not encumbered.

Chairman Seiler opened the floor for public comment.

Art Seitz, 1905 North Atlantic Boulevard, elaborated upon various funding sources available for shovel ready projects, and emphasized the importance of being shovel ready. He claimed the City has failed to tap into some funding sources. He contended that the proposed A-1-A Greenway project could be funded by the Metropolitan Planning Organization which will have \$13 billion available from present to 2035. He urged this avenue be pursued. He recalled his recent meeting with Broward County Commissioner, Chip LaMarca, in which he was told of the commissioner's discussions with state legislative representatives wherein a desire to focus on beach replenishment and the greenway was stated. He suggested using roofs as parks, especially along the Intracoastal. There should be at least five restaurants with nearby parking along the Intracoastal. He elaborated upon elements that can be included in the proposed Bahia Mar and Intracoastal Promenade projects. The design plan must be cohesive. He suggested getting rid of impediments such as lampposts and traffic controls along the beach. He did not think it makes sense to build a bike path east of the (wave) wall because the sand will blow on it. If this is to be done, the wall should be moved east.

Fred Carlson, Central Beach Alliance (CBA), urged that the CBA be utilized as the focal point for community outreach for these projects, rather than a town hall meeting. He indicated a need for a right-turn lane at Las Olas Boulevard and southbound A-1-A. He elaborated upon the need for dredging to facilitate the water taxis and fishing boats. He pointed out his encouragement of the parcel owners related to the Sebastian/Alhambra site to make the City a more reasonable (purchase) offer. He mentioned that he resigned as president of the CBA in order to improve their functionality.

Jordana Jarjura, member of the Beach Redevelopment Board, advocated an aggressive approach to ensure these projects are completed before the CRA sunsets. She recalled the board's collaboration with staff regarding these projects. She elaborated upon the course of action the projects will follow for permitting and stages of approval which will allow for public participation and staff review. She urged staff to move forward with the CCNA.

Bradley Deckelbaum, member of the Beach Redevelopment Board, expressed support of the proposed projects. He elaborated upon three objectives the projects meet: to create destination attractions on the beach; to enhance the beach experience; and, to increase beach access. He urged the City to move forward with all of the projects with the idea of acting on each of them as they come forward.

Chuck Malkus, member of the Beach Redevelopment Board, expressed satisfaction that these projects are ready to be executed. This endeavor will help to improve the beach and create jobs. He urged the City to move forward expeditiously.

Judy Scher, member of the Beach Redevelopment Board, expressed excitement about the projects bringing the beach and Intracoastal areas together and that this is now moving forward.

Mary Fertig, 511 Poinciana Drive, expressed concern that the greenway has not been mentioned. She wanted a requirement that all of the projects in this region be reviewed in terms of how they will fit into the greenway. She hoped the proposed projects will be presented in a town hall meeting forum. Member Rodstrom clarified that the term, promenade, is essentially interchangeable with greenway.

There was no one else wishing to speak.

Member Rodstrom wanted certainty that direction be given to the Acting City Manager to move forward with the CCNA process. Member Roberts agreed with Member Rodstrom and Ms. Fertig. The greenway should be a focal point for all beach area projects. He hoped funding these projects will help the City secure more funding for the greenway through the Metropolitan Planning Organization as it is a regional item.

In response to Member DuBose's prior suggestion for utilization of the funding labeled for special events (\$371,906 or 8.2%), Chairman Seiler did not hear any opposition and indicated that this board will likely examine it.

Vice Chair Rogers warned about coordinating construction to minimize disturbance to the beach area.

There was no objection to Chairman Seiler's request to include the previously discussed site (southwest corner of Las Olas Circle and Las Olas Boulevard in the Intracoastal Promenade project.

Chairman Seiler did not believe the Alhambra site is the best location for a parking garage. He suggested building it next to the Bonnet House which would protect Bonnet House from overdevelopment and divert some traffic to that end of the beach. He would prefer the City trade the (Alhambra) parcel for the parcel near the Bonnet House. Diana Alarcon, Director of Parking and Fleet Services, offered to provide owner information.

He expressed desire to have a private parking garage on (Alhambra) and a public garage near the Bonnet House. In light of today's lower construction costs, he stressed that these projects must move forward. He asked the Director of Economic Development examine the possibility of such a land swap, recognizing that the parcel next to the Bonnet House is not within the CRA boundaries. Member Rodstrom also asked that he review potential public/private partnerships with existing garage facilities and upcoming developments.

There was unanimous consensus approval to approve the Central Beach Master Plan capital improvement project priorities and authorize proceeding with Competitive Consultant Negotiations Act process (by advertising for qualified firms to provide design services. Chairman Seiler requested the cost and timeline for each project be presented both to the CRA board and Beach Redevelopment Board as soon as possible.

Motion made by Member Rodstrom and seconded by Member Roberts to set a total amount for special events of \$371,906 or 8.2% of fiscal year 2010-2011 Community Redevelopment Agency (beach area) Capital Improvement Program Budget and transfer \$166,406. YEAS: Member Roberts, Member Rodstrom, Member DuBose, Vice Chair Rogers, and Chairman Seiler. NAYS: None.

3. **Old Business/New Business** – none

4. **Adjournment**

There being no further business to come before the board, the meeting was adjourned at 4:23 p.m.

John P. "Jack" Seiler
Chairman

ATTEST:

Jonda K. Joseph
City Clerk