

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Meeting Minutes**  
**May 9, 2007 - 4:00 p.m.**  
**City of Fort Lauderdale**  
**100 North Andrews Avenue**  
**8<sup>th</sup> Floor Conference Room**

<u>Members Present</u>	<u>Attendance</u>	<u>2007 Cumulative</u>	
		<u>Present</u>	<u>Absent</u>
Mark Budwig, Chair	P	5	0
Gwen Watson Vice Chair	P	5	0
Patricia DuMont	P	5	0
Kristina Hebert	P	3	2
Gerri Washington	A	3	2
Ralph Riehl	P	5	0
Cort Neimark	P	5	0
Tim Schiavone	A	2	3
Adam Sanders	P	3	2

**Staff**

Ron Hicks, Director Economic Development  
 Karen Reese, Economic Development Representative  
 Patricia Smith, Secretary III  
 Travis Woods, Recording Clerk, Prototype, Inc.

**Guests**

Fred Carlson, South Florida Tourism Council  
 Leigh Colyer, Atlantic Marina Holdings  
 Sam Moore, Atlantic Marina Holdings  
 Art Sitez, Resident

**I. Call to order/introductions**

Chairman Budwig called the meeting to order at 4:03 p.m. Following the roll call, it was determined that a quorum was not present. Approval of the minutes could not be performed so it was suggested that the meeting continue to the Director's Report.

Adam Sanders arrived at 4:12 p.m.  
 Gwen Watson arrived at 4:17 p.m.

**II. Approval of April 2007 Minutes**

With the arrival of Mr. Sanders and Ms. Watson, a quorum was now present. Mr. Riehl noted Mr. Schiavone was listed as absent in the attendance record, but he spoke during the meeting and asked for a clarification. Mr. Hicks stated apparently the arrival time

was being recorded, and suggested the Board could request not to have it noted in the minutes if it was so desired. It was also noted that when a quorum was not present, items were discussed until the quorum was present. There needed to be a record of a member not being present for a discussion, but present for a vote. Ms. DuMont stated if the minutes reflected in the call to order that a quorum was not present, it should be reflected when a quorum was present.

Ms. DuMont suggested following the same procedure that the Commission does, and added the necessity of discussing the problem of lack of quorums at meetings. Chair Budwig announced that Mr. Boyd had resigned from the Board and Chair Budwig had referred two people to fill the vacancies on the Board.

Ms. DuMont added that everyone had times when it was impossible to attend but it was troubling to realize that many times quorums could not be attained. Ms. DuMont stated that she had received comments from Beach Advisory Board members who were distressed about the poor attendance by EDAB at the joint meeting, and suggested that all Board members make sure they communicate and have RSVP's for those "attending", as well as "not attending" so we know we will have a quorum to conduct the Board's business. Chair Budwig stated he would work closely with Ms. Smith to assure that six members would be present at future meetings.

**Motion** made by Mr. Riehl, seconded by Ms. Watson, to approve the April 2007 minutes with corrections. In a voice vote, the motion unanimously passed.

### **III. Directors Report**

Mr. Hicks informed the Board that he would be resigning his position and leaving Fort Lauderdale on June 5, 2007. He reported he was returning to New York having accepted a position as CEO of the Rockland Economic Development. Mr. Hicks stated he had a long list of items to be completed before his departure, and was interviewing candidates for his replacement. He hoped to have someone in place a week to ten days before his departure to allow time for training and introductions to everyone associated with the department. Mr. Hicks stated he would be returning to Fort Lauderdale on several occasions through the fall enabling him to watch the progress of the City.

Mr. Riehl presented Mr. Hicks with a plaque from the South Florida Tourism Council, and commended Mr. Hicks for his service and dedication to the City of Fort Lauderdale. The plaque declared Mr. Hicks to be an accomplished Segway Rider of the Lauderdale Beach and detailed a humorous account of his accomplishment in mastering a Segway. Mr. Riehl and the Board members stated their sadness at seeing him leave, but extended their best wishes for his future. Mr. Hicks strongly recommended that all the Board members should ride a Segway on the beach. Chair Budwig asked if programs started by Mr. Hicks would continue after his departure and Mr. Hicks stated they would,

and he asserted his plan to have his replacement on staff in time for training and discussion of programs already started.

Mr. Hicks stated the Boat Parade Winterfest was interested in starting parade downtown at Esplanade and thought the idea was brilliant, stating thousands more people would be exposed to the boat parade; River Walk South would be completed by then opening more viewing area and the people could then visit the restaurants and bars. He hoped the Board would support the idea when the time came and stated it would be great for the downtown area.

#### **IV. Marina Development and the Economic Impact - Harborage Club**

Mr. Leigh Colyer and Mr. Sam Moore, Atlantic Marina Holdings, Charleston, South Carolina, presented background information on Atlantic Marina Holdings, stating Atlantic Marina Holdings operated four developed marinas on the eastern shore comprising 1,000 boat slips. Acquisitions were being developed in the Bahamas and Southern Florida and a permanent home office is established in Florida. Mr. Colyer informed the Board that the purchase of the Old Sundance Marina at Cordova and 16<sup>th</sup> Street was in process and the Planning, Zoning, and Marine Advisory Boards had given approval of their development plans.

In a power point presentation, Mr. Colyer described the layout and visual changes that would occur at the marina and showed renderings of the proposed Harborage Club Fort Lauderdale boat storage facility. Mr. Colyer stated new streetscape would be installed on 16<sup>th</sup> Street including parallel parking and 12,000 feet of pedestrian area along the marina. The old Sundance Marina was built in 1962 and was in need of a facelift. A new modern crane, enclosed within the storage facility would remove and store boats, drastically reducing the noise normally associated with a storage facility.

Ms. DuMont inquired if it would be a green facility and Mr. Colyer stated it was planned to be a clean marina. The buildings would be energy efficient, detailed plans had been engineered to keep from polluting the water, and rain water captured from the roof and land surfaces would be filtered before entering the canal. Mr. Colyer informed the Board that the original plans had included taller buildings but concerns were voiced about the impact on the view and skyline and the plans had been altered to incorporate lower buildings lowering the impact on abutting properties and the skyline. Mr. Colyer asserted the new facility would be quieter, prettier, and a great improvement to the lot.

Chair Budwig asked if the facility would be for boat storage only. Mr. Colyer stated the facility was for boat storage, and there would be a private club on the roof with a spa for owners to use. Mr. Neimark inquired if the slips would be rented or purchased and Mr. Colyer stated the slips would be purchased with various sizes available. The prices would range from \$100,000 to \$220,000 depending on the cubic footage of the slip; it was not a facility for big boats. Statistics showed there were 45,000 boat owners in the County.

Ms. DuMont stated the canal in the area of the proposed development was in poor condition and the proposed facility would improve the area. Ms. DuMont reported Atlantic Marina Holdings had conversed with business owners in the area of the planned development and had wide support for the facility. They had made contact with the Chamber, and she had personally checked out their other facilities on the internet and reported they were beautifully designed, adding to the waterfront views. Ms. DuMont stated the recent EDAB tour of the waterway showed more slips were needed. Changes to the 16<sup>th</sup> Street area might cause concern from some of the older low profile condos, but the area was changing for the good.

Mr. Colyer reported changes to the original plan would have less impact on the visual aspect of the project. There would be little impact on the infrastructure since the facility would only be adding 30-40 new slips. The number of employees would remain the same; there would be better on site parking; and no traffic, sewer, or schools would be impacted. The plan projected approximately \$2.5 million in tax revenue to the City and County. The new revised plan would go before the City Commission on Tuesday, May 15, 2007 at a public hearing. Mr. Colyer stated numerous public hearings were held and meeting with the Marine Advisory Board and the Planning and Zoning Boards produced long discussions. All Boards had given their approval to the project.

Mr. Colyer stated the plans for the project exceeded Building Code requirements. The present facility did not have fire protection and the new facility will be equipped with state-of-the-art equipment. Every slip will have its own sprinkler head, and there will be foam hoses in and outside the building. The fire department had inspected the plans.

Ms. DuMont asked how long construction would last and Mr. Colyer estimated one year, once the ground was broken. The building itself is just a shell and will be easy and quick to build. Galvanized steel racks will be used providing inner strength to the structure walls. Construction would begin with east section working around to the parking facility. Mr. Hicks asked if the facility would have a generator and the size of the fuel storage tank. Mr. Colyer stated it would be diesel fuel and a generator would be on site, but it would not be large. He was not aware of the capacity of the fuel storage.

Mr. Hicks explained his concern about fire suppression and stated that during Hurricane Wilma a lot of people would not get fuel and suggested if it was feasible to have a sufficient tank and a generator they could be utilized in an emergency for fire suppression. Mr. Colyer reported other facilities had in ground tanks and the generator was tied to them. Mr. Carlson asked if there would be a fueling facility and Mr. Colyer said yes, there was a fueling facility on site now and it would be continued. Mr. Carlson stated his experience of boating showed most accidents occur during fueling. Mr. Colyer stated 90% of the boats at the facility would be outboards, which rarely had problems with fueling. Fire suppression would be available on the docks as well as in the building.

Ms. DuMont proposed a resolution in support of the project and Ms. Watson stated the Board should be represented at the Commission meeting when the resolution would be submitted. Ms. DuMont asked Mr. Hicks, as the Executive Director, what the negative aspects of the project were and stated understanding the residents' concerns, but asserted the neighborhood was changing as is all of Fort Lauderdale. Mr. Hicks reported consideration had to be given to the visible skylines, especially when dealing with water skylines. He felt it significant that the height of the project was scaled down protecting the views; he stressed the importance of considering the long term impact on the community.

Mr. Hicks reported the Downtown had witnessed poor architecture and planning with negative impacts. Developers need to work with the City to come up with projects that provide positive economic impacts and preserving the quality of life. Mr. Hicks stated his pleasure that the developer had been willing to compromise and incorporate changes into the plans as additional dockage is critical to the area.

Mr. Riehl suggested setting a limit on discussions stating the procedures suggested 15 minutes for presentations followed by an appropriate discussion. Permission should be requested from the Chair to speak. Order in the meeting would lead to better understanding. Mr. Riehl believed drawing a subject out too long might not encourage members to attend, whereas order in the meeting would make attendance more attractive and enjoyable.

Ms. Watson inquired if the community concerns had been the issue of gentrification. Ms. DuMont reported concern had been voiced about the shadow of the building falling on a pool. Mr. Hicks reported many concerns had been voiced but compromise had been agreed upon improving the area and protecting the view.

**Motion** made by Ms. Dumont, seconded by Ms. Watson, to propose the resolution that the EDAB supports the marine industry in South Florida, understands the impact the industry has on the City's economy and supports additional dockage/access, and supports Atlantic Marina Holdings LLC and their project Harborage Club Fort Lauderdale. Motion passed 7 – 0.

## **V. Old Business**

Mr. Riehl presented an update on the police on the beach report, stating requests of putting officers on the beach were being implemented, and positive changes were being noticed. Mr. Riehl requested support from Board members in thanking the Police Department for their cooperation and support for the beach law enforcement plan.

Ms. Watson reported on the update for the Sistrunk corridor and stated a request had been made to get a CRA implementation plan for the Sistrunk corridor enabling the group to be abreast of the latest in focus groups. Implementation of lights joining Sistrunk along with the beach was ongoing and there would be a simulcast when the

lights are lit simultaneously from Andrews Avenue to MLK Boulevard. The second leg of the project would be the banner program and Ms. Watson believed it was a great idea. Mr. Hicks added another portion of the City that needed to be visited by the Board was the Uptown area including the Airport and Cypress Creek.

Mr. Hicks reported a banner company had been contracted by the boat show; the company installed the brackets and banners. A program utilizing banners for events or seasons would benefit the City and sponsors would be needed for installation costs. Estimated cost was \$75 - \$100 for each banner, including installation. Over 250 banners were planned for the air and sea show.

Mr. Neimark asked if FPL controlled the poles that the banners would be installed on. Mr. Hicks replied that some poles were maintained by the City, others were maintained by FPL, depending on the voltage. Mr. Neimark suggested research should be done to determine the requirements of FPL. Ms. Watson suggested investigating what other areas were doing hoping planned ordering would provide a better price

#### **IV. New Business**

Mr. Art Seitz addressed the Board with concerns about pedestrian walkways and bicycle trails in the beach area. Mr. Seitz believed the area was poorly planned and not pedestrian and bicycle friendly. He suggested the Board consider talking with Walkable Communities, a company that specialized in designing pedestrian bicycle friendly communities.

#### **V. Adjournment**

There being no further business to come before the Board the meeting adjourned at 5:31 p.m.

Attachment: The Harborage Fort Lauderdale PowerPoint Presentation





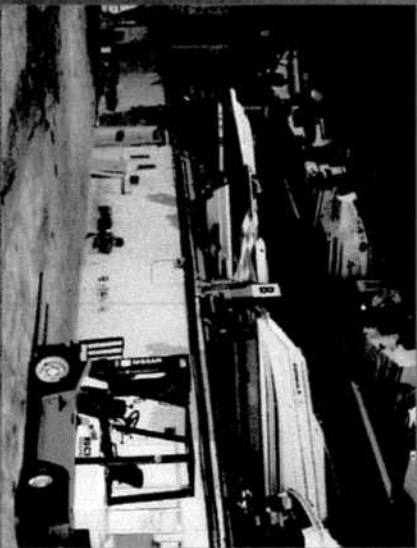
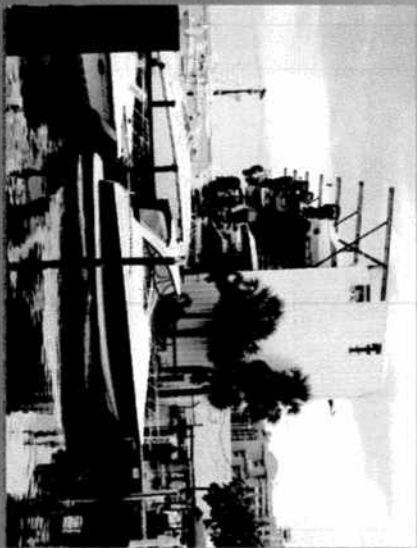
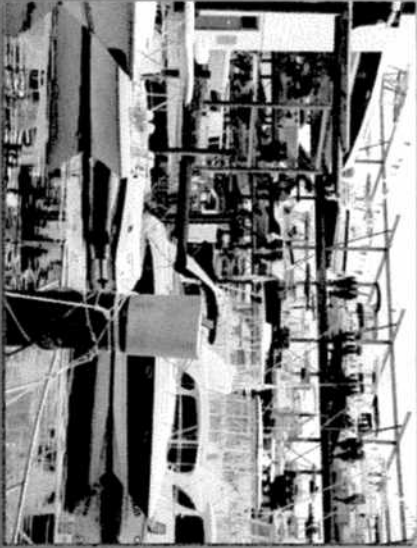
# LOCATION

## SITE LOCATION MAP



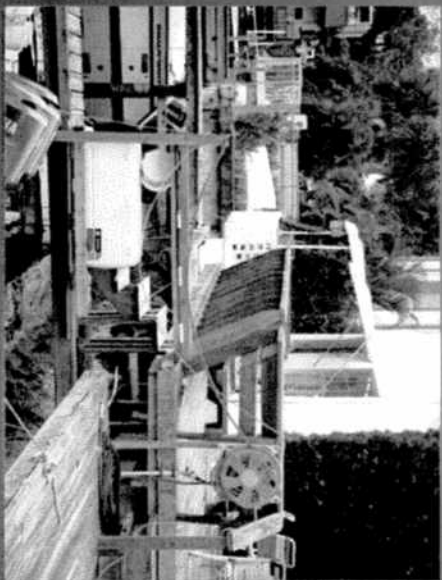
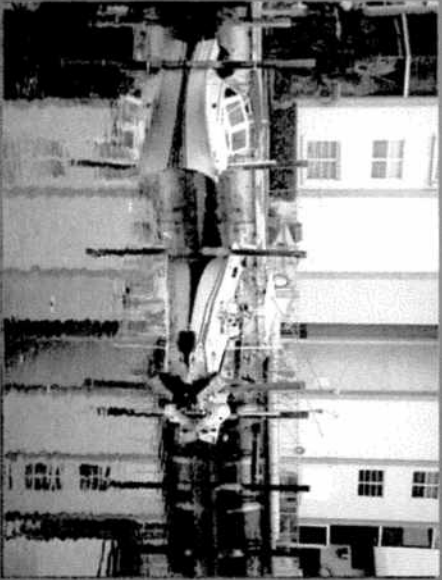


# SUNDANCE MARINE





## SEMINOLE CANAL



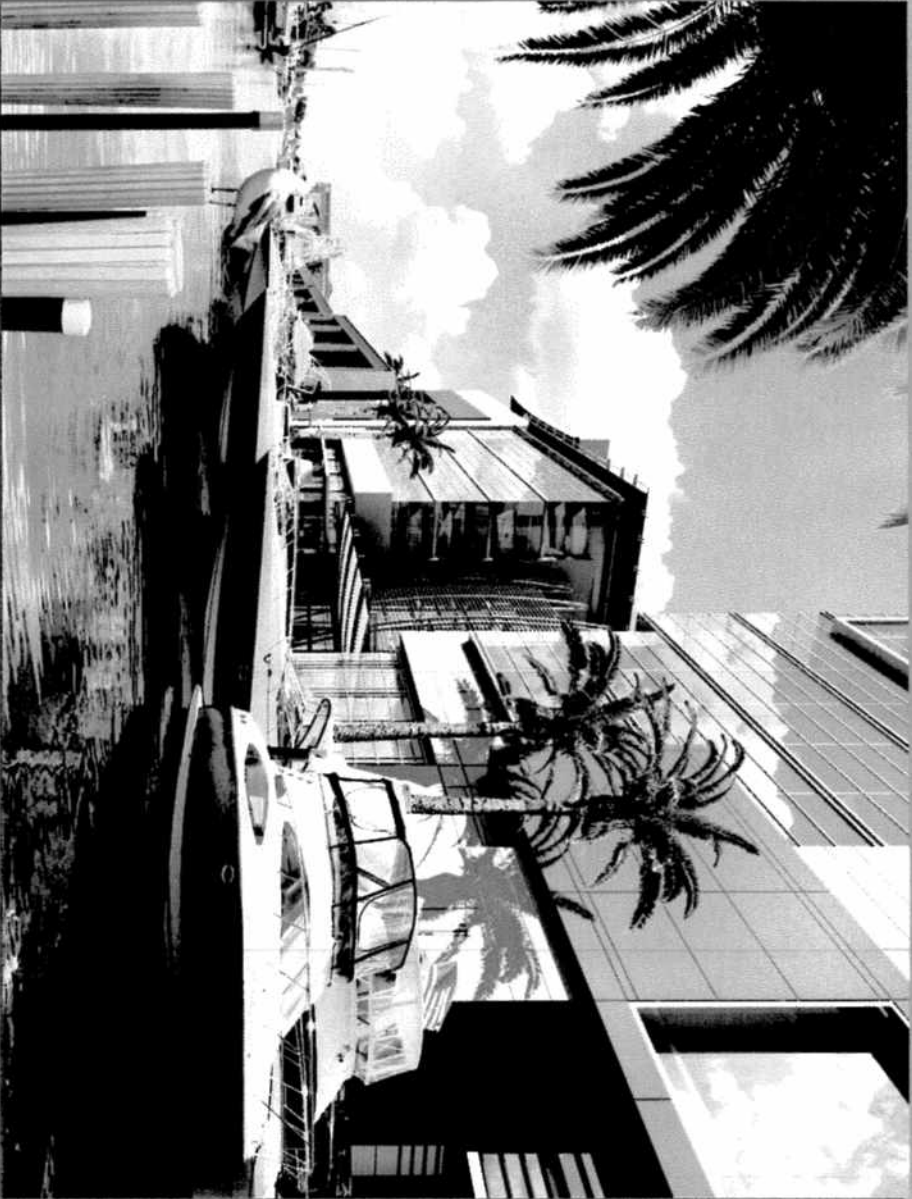


**16TH STREET**





**THE HARBORAGE CLUB**  
THE DESIGN – THE MARINA





## **THE HARBORAGE CLUB** THE DESIGN – THE MARINA

### State-of-the-art dry storage

- : Storage for approx. 370 boats up to 45ft
- : Climate controlled

### Advanced boat crane technology

- : Electric, quiet, virtually emission free – 10x quieter than a conventional fork lift
- : Each crane is capable of launching 9 boats per hour

### On-site automated parking

- : Efficient, reliable, secure
- : 144 parking spaces available

### 9,500sf sales showroom and service area



## **THE HARBORAGE CLUB**

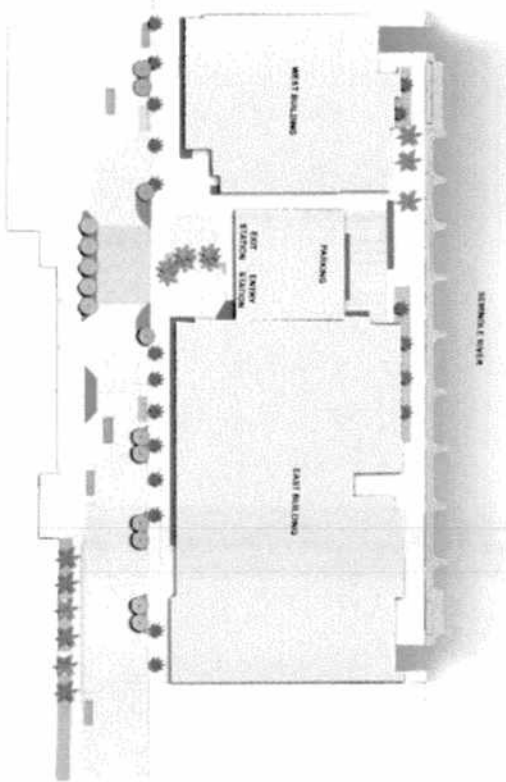
### **STANDARD OPERATING PROCEDURES**

- Customers must request a boat launch 4 hours prior to departure
  - : 24 hour notice for best service
  - : First come first serve (tee times)
  - : 1 hour to retrieve boat after reservation time
  - : 22 staging slips
  - : Normal operating hours - 8am - 8pm  
(with extended hours of operation for holidays & event days)
- Assist customer with loading and unloading equipment to and from car and boat
- Early morning departures will be made easy with launching right before
- After hour returns may dock at any available slips
- Require float plan for each customer, accounting for each vessel at the end of the day
- Call/radio in prior to arrival at facility to obtain status of staging docks



# THE HARBORAGE CLUB

## PROPOSED SITE PLAN & LANDSCAPING



THE HARBORAGE CLUB  
PROPOSED SITE PLAN & LANDSCAPING

DATE: 10/15/2010  
SCALE: AS SHOWN

**RTKL**  
ARCHITECTS

**ESV**  
LANDSCAPE ARCHITECTS

10101 RIVERSIDE DRIVE, SUITE 200  
DALLAS, TEXAS 75243  
TEL: 214.424.4400  
WWW.RTKL.COM

10101 RIVERSIDE DRIVE, SUITE 200  
DALLAS, TEXAS 75243  
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# THE HARBORAGE CLUB

## ZONING REQUIREMENTS

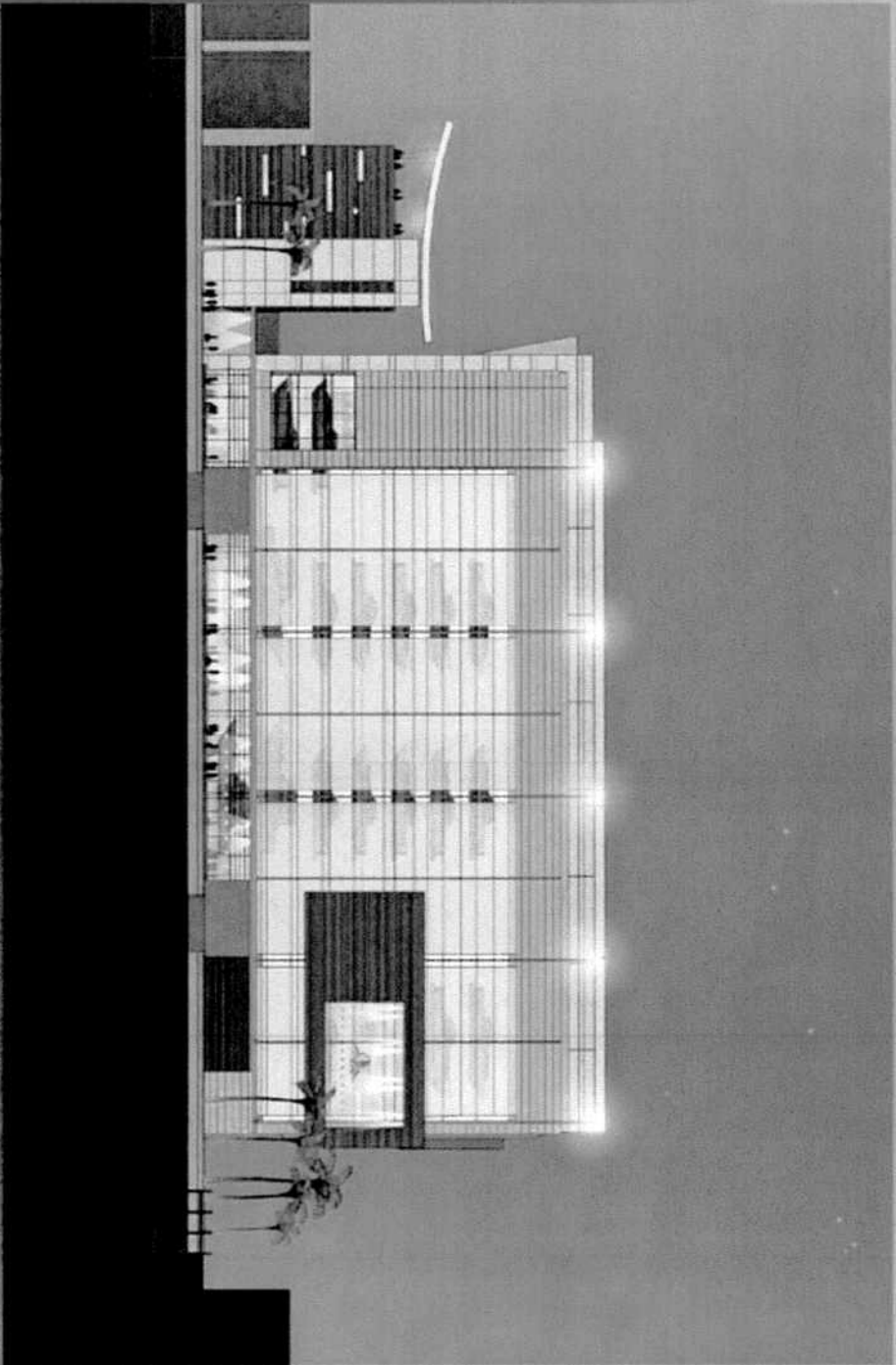
### HARBORAGE CLUB DIMENSIONAL ZONING REQUIREMENTS

	<b>REQUIRED</b>	<b>PROVIDED</b>
<b>MAX. HEIGHT</b>	150 feet	150 feet (west building) 1330, 90 (east building) 840, 70 (parking facility)
<b>MIN. LOT SIZE</b>	N/A	59,326 square feet
<b>MAX. FAR</b>	N/A	1.06
<b>MIN. FRONT YARD</b>	5 feet	5 feet
<b>MIN. SIDE YARD:</b>	N/A	2 feet (west building) None (east building)
<b>MIN. REAR YARD</b>	N/A	12.1 feet
<b>STRUCTURE LENGTH</b>	N/A	273 feet (east building) 104 feet (west building)
<b>LOT COVERAGE</b>	N/A	Building--72.54% Impervious--23.79% Pervious--2.54% Wet Slip Dockage- 1.13%
<b>LANDSCAPE AREA</b>	N/A	2,049 square feet
<b>OPEN SPACE AREA</b>	N/A	12,770 square feet
<b>VEHICULAR USE AREA</b>	N/A	1,548 square feet
<b>VIA LANDSCAPE AREA</b>	310 square feet	328 square feet
<b>PARKING</b>	144 spaces	144 spaces





**THE HARBORAGE CLUB**  
DESIGN OPTION 1 – JUNE 2006





**THE HARBORAGE CLUB**  
DESIGN OPTION MARCH 21, 2007





**THE HARBORAGE CLUB**  
NEIGHBORHOOD COMPATIBILITY





**THE HARBORAGE CLUB**  
NEIGHBORHOOD COMPATIBILITY





# THE HARBORAGE CLUB

CURRENT DESIGN





**THE HARBORAGE CLUB**  
NEIGHBORHOOD COMPATIBILITY





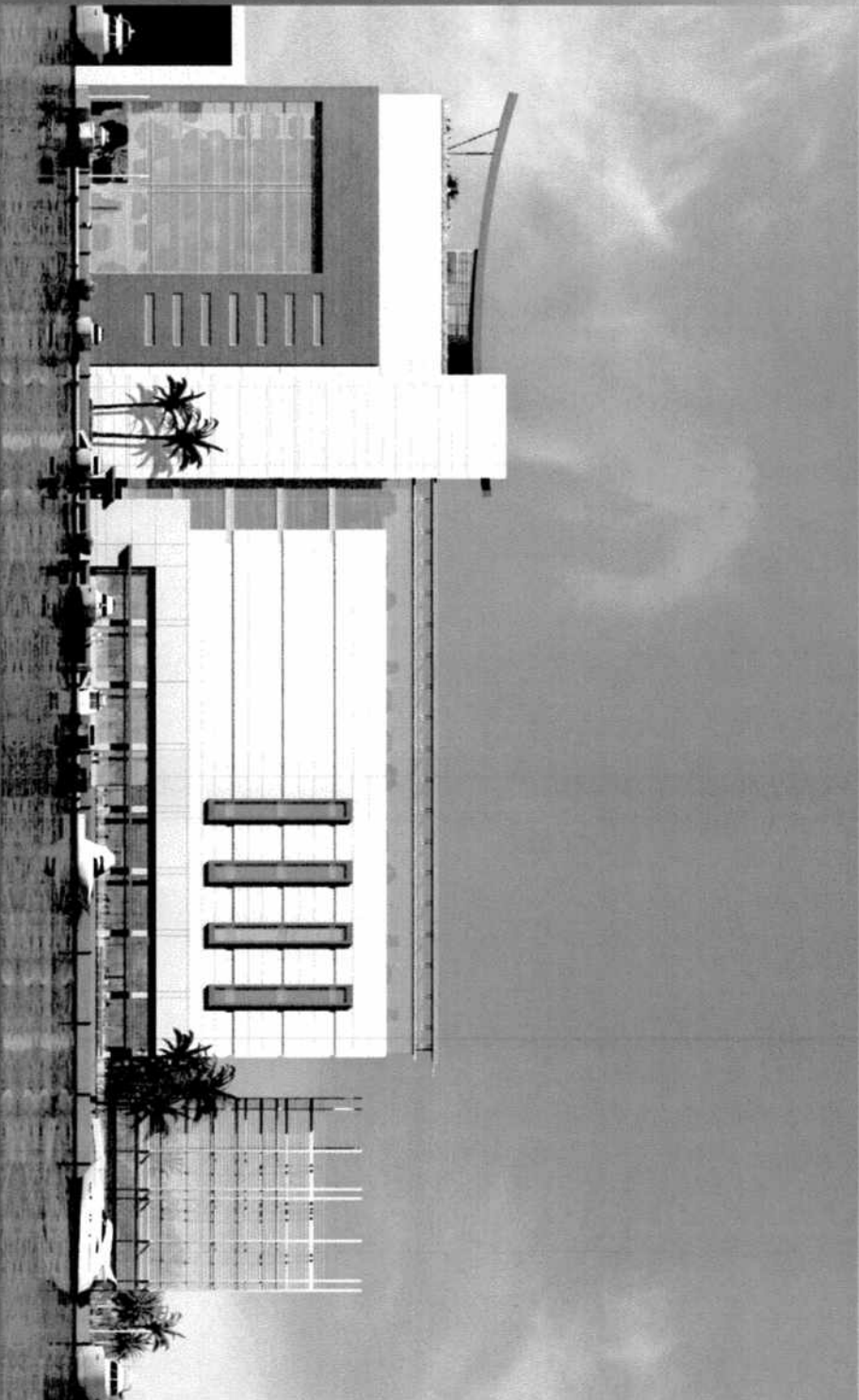
**THE HARBORAGE CLUB**  
NEIGHBORHOOD COMPATIBILITY





# THE HARBORAGE CLUB

CURRENT DESIGN





## **BROWARD COUNTY MARINE FACILITIES**

- 6 out of 19 boat yards have been converted to residential developments. 9 of the remaining 13 are under contract for non-marine related uses
- In the past 5 years, Broward County has lost 35% of its marine facilities
- Approx. 14 storage facilities have been or will be converted to other uses, affecting 1,800 slips
- In 2004, MIASF study reported that 9 of 11 dry storage facilities had a high or fairly high need for additional slips

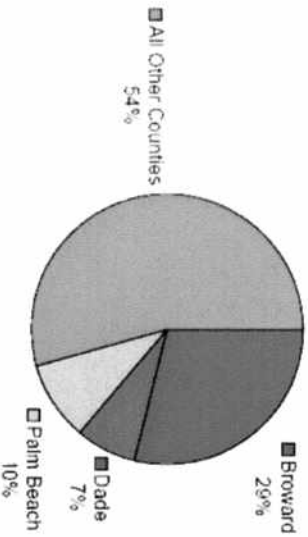


## MARINE INDUSTRY ECONOMIC IMPACT

Broward County leads the state with 10.8 billion, 29%, in gross marine related output

Marine activities generate multiple rounds of economic activity or a "ripple effect" which generate secondary and sometimes tertiary impacts. Dockage and retail trade rank the highest with indirect outputs of 69% and 89% respectively

Current property taxes are 102,662. The proposed facility could potentially generate 2,040,000 in property tax income while putting little to no additional strain on the city's infrastructure.



**TABLE 4— Summary of Estimated Economic Impact of Marine Industry in Direct, Indirect and Total Output Broward County, Florida 2005**

Sector	Direct Output \$	Indirect Output \$	Total Output \$
Manufacturing	\$1,108,428,946	\$598,490,425	1,706,919,371
Wholesale Trade	\$1,070,728,048	\$738,728,848	1,809,456,896
Retail trade	\$2,123,450,958	\$1,889,871,757	4,013,322,715
Dockage	\$753,482,598	\$519,903,397	1,273,385,995
Maine Services	\$1,171,185,370	\$808,558,937	1,979,744,307
<b>Total</b>	<b>\$6,227,275,920</b>	<b>\$4,555,553,564</b>	<b>\$10,782,829,284</b>

Source: Ernst & Young and Florida Department of Revenue Tax Research