



CITY OF FORT LAUDERDALE

DRAFT
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, MARCH 13, 2019 – 3:45 P.M.

January-December 2019

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	P	2	1
Jordan Yates, Vice Chair (arr. 3:54)	P	3	0
Steve Buckingham	P	3	0
Michael Buonaiuto	P	3	0
Christopher “Kit” Denison	P	2	1
Mick Erlandson	P	1	2
Nicholas Kuchova	P	3	0
Bernice Lee	P	2	1
David Neal	P	3	0
Dustin Robinson	A	0	2

Staff

Michael Chen, City Liaison, Economic and Business Development Manager
Ella Parker, Urban Design and Planning Manager, Department of Sustainable Development
Chris Cooper, Deputy Director of Sustainable Development
Jim Hetzel, Principal Planner, Urban Design and Planning
Lorraine Tappen, Principal Planner, Urban Design and Planning
Lutecia Florencio, Economic Development Program Aide

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

The meeting was called to order at 3:51 p.m. Roll was called and it was noted a quorum was present.

II. Approval of February 13, 2019 Meeting Minutes

Motion duly made, seconded by Mr. Denison, to approve. In a voice vote, the **motion** passed unanimously.

III. Staff Updates

- **General Update (5 Minutes)**
- **Economic Development Strategic Plan (15 Minutes) – EDAB Input**

Mr. Chen reported that Economic and Business Development Staff is planning an upcoming trip to Israel with the Mayor, City Manager, and other members of City Staff. The delegation plans to meet with the operator of a major desalinization plant, as well as with an entrepreneurial entity that matches corporations with startups and representatives of Tel Aviv Pride. Mayor Dean Trantalis hopes to meet with the new mayor of Haifa, which is one of Fort Lauderdale's Sister Cities.

Mr. Yates arrived at 3:54 p.m.

Mr. Neal arrived at 3:55 p.m.

IV. Greater Fort Lauderdale Sister Cities Update (10 Minutes)

Russell Weaver, President of Greater Fort Lauderdale Sister Cities International, stated that since the previous month's meeting, a business networking event was held with trade group Pro Chile. Upcoming events include a visit to City Hall from the Japanese Consul General and visits from the new Brazilian, Colombian, and Mexican Consul Generals over the next three months.

On April 16, 2019, the winner of a student essay contest will be recognized by the Turkish Committee in honor of Children's Day in the nation of Turkey. On April 24, the Turkish Consul General will be a guest at a Tower Club event held by the Florida Turkish-American Association. Mr. Weaver added that Sister Cities and the Jewish Federation of Fort Lauderdale are working with the Israeli consulate to plan meetings for the Fort Lauderdale delegation with organizations from Haifa.

Mr. Weaver continued that he has reached out to the city of Dubai in United Arab Emirates regarding a potential Sister Cities or business relationship. Greater Fort Lauderdale Sister Cities is a recipient of the Focus Brazil Foundation's Business Award.

V. Presentation: Ella Parker, Department of Sustainable Development, Urban Design and Planning Division

Urban Design and Planning Manager Ella Parker introduced a presentation on the City's development policy, which will include an overview of the City's unified flex policy, the Downtown Master Plan codification updates, and the 10-year update to the City's Comprehensive Plan, which determines land use policy.

Jim Hetzel, Principal Planner, explained that the City's planning for the future is determined by two different documents: the Strategic Plan, which sets the tone for the community at large, and the Comprehensive Plan, which is an evaluation and appraisal report that is updated every 10 years. Future planning factors include population growth, demographic changes, employment distribution, climate change, and connectivity.

The City's current population trends show that growth is happening in urban core areas. The largest demographic cohort is comprised by millennials. Planning efforts for the City include various sections, including the Northwest, the South Andrews Avenue Corridor, and the Fort Lauderdale Beach. Different planning principles guide initiatives in these areas, including the City's unified flex policy.

Mr. Hetzel explained that in 1989, when Fort Lauderdale and Broward County adopted their respective Comprehensive Plans, the two documents did not match one another. Unified flex policy was developed in order to bring the Plans into agreement. The City began with 18 different zones, each of which included residential and commercial flex units to be allocated and reported to the County. There was also a distribution of uses with no planning rationale at the time, and may have contributed to current issues such as traffic congestion and neighborhood compatibility.

When these 18 zones were collapsed into a single entity, the result was concentration along major roadway corridors and activity centers. Residential units are concentrated in areas where neighborhoods are protected and preserved. Mixed-use patterns are currently considered to be more sustainable for the future. Because unified flex policy is a long-term strategy, it can also help align with strategic initiatives in other City Departments, such as infrastructure improvements that allow better planning for growth.

Development is being aligned with major travel corridors that offer different transportation options, such as access to transit and multimodal connections. This development pattern also offers the availability of commercial flex acreage, which allows an area to transition from, for example, industrial to commercial land use. Higher density also allows for the incorporation of affordable housing units.

Staff is working to create a form-based alignment for flex use along these corridors, which helps strengthen neighborhood compatibility and creates a better sense of place in the City due to this built environment. Form-based Code includes multimodal traffic mitigation, improved connectivity, workforce housing, and more inclusive, livable communities.

Mr. Hetzel noted that there are ways to address some of the City's cultural nuances, such as resistance to pedestrian activity, by providing streetscapes with shade elements and landscape materials. Pedestrian experience is now a key element to development, as existing projects are being integrated into the pedestrian realm and new projects include elements to encourage this activity.

Ms. Parker emphasized the importance of connectivity, stating that a positive pedestrian experience is more likely to provide a reason for people to leave their cars. The pedestrian realm must be comfortable and engaging. This requires a focus on areas that serve a higher density or offer the most services.

Mr. Neal asked if a transition plan is in place to implement changes. Ms. Parker replied that as individual improvements in specific areas lead to better experiences, residents are more likely to engage with the pedestrian environment over the longer term. Plans that focus on compatibility, such as placing buildings of similar height next to one another, provide for better development. Chair Crush pointed out that the intent of creating activity centers is to allow individuals to park in an area once and walk between destinations, or for residents to have options other than use of cars.

Ms. Parker moved on to the Downtown Master Plan, which was adopted by Fort Lauderdale in 2003 and was updated in 2007. Creation of this Plan required multiple stakeholder meetings. The City Commission has asked the Department of Sustainable Development to codify quantitative guidelines within the Downtown Master Plan, including building and streetscape design, tower separation requirements, floor plate sizes, and other prescriptive values. These guidelines affect the massing of buildings and allow more air and light into the streets.

There are three separate character areas within the Downtown:

- Downtown core, which serves as the central business district and includes the most intense uses and provides the fewest limitations on height
- Near Downtown, which scales down from the core and offers a greater variety of different building heights
- Urban neighborhoods, which comprise the northern and southern tips of Downtown

Additional limits are in use within the Downtown Master Plan, including the following:

- Limits on building length to ensure more fluid blocks with pedestrian crossings and connections
- Façade articulation
- Active ground floor uses to create a pedestrian environment
- Podium heights and stepbacks to provide different characters for buildings

The City Commission has also asked Urban Design and Planning to look into transitions between the Downtown area and adjacent residential zoning districts. These transitions include limiting height in transitional areas and allowing for greater height when transitioning to commercial zoning districts. They also seek to balance the public realm environment by providing open space as a respite within built-out areas.

The approach to streetscape design in the Downtown Master Plan will focus on City jurisdiction streets. Designs will be coordinated with the Department of Transportation and Mobility to provide connected blocks and prioritization of streets. State and County

roads will require a separate effort, as the entity with jurisdiction on a right-of-way will ultimately be asked to sign off on any plans for that location. Projects address the design of the street rather than include ways to improve traffic flow.

It was asked how codification of guidelines within the Downtown Master Plan would affect current business owners from a cost perspective. Ms. Parker replied that any new development project will be subject to these new requirements once they are codified; however, she reiterated that most developments have met these guidelines prior to their codification. There may also be specific circumstances that would exempt certain developments from having to meet some guidelines. Other projects may be required to undergo review by the Planning and Zoning Board before they are approved.

Ms. Parker again emphasized the importance of connectivity and the pedestrian environment, including connected sidewalks, shaded areas, and spaces for multimodal transportation. New technologies, such as autonomous vehicles, are also expected to have an impact on the pedestrian realm. Since the adoption of the Downtown Master Plan in 2003, Staff has seen much stronger public realm projects than in prior years. Most of the City's Departments are represented within the Development Review Committee (DRC) and communicate with one another regarding the implementation of projects, including their infrastructure, transportation, and engineering.

At present, Urban Design and Planning Staff are conducting public outreach to City committees and organizations. The updated Downtown Master Plan is anticipated to be adopted in late fall 2019. Updates would apply to both residential and non-residential development.

Lorraine Tappen, Principal Planner, addressed future land use and the Comprehensive Plan update, recalling that she had previously presented the draft Plan's economic development element to the Board. The base of the Comprehensive Plan is its future land use element, which determines what can and cannot be done with properties. This applies to a property's use, density, and intensity. It also determines how land can be built out, including responses to sea level rise and other sustainability issues, affordable housing opportunities, mixed use, preserving the character of lower-density neighborhoods, and other elements.

The future land use map serves as the base map for the Comprehensive Plan. It identifies different land uses within the City. New development is concentrated in activity centers and major corridors such as Federal Highway, Broward and Sunrise Boulevards, and others. While in the past, residential flex units could be used in several different areas, current planning focuses them in areas with activity, transit, and affordable housing.

As the Comprehensive Plan is updated, it will include an urban design element, which contemplates better quality of architecture and design, streetscapes, thematic planning districts, and wayfinding. Its transportation element provides a network into which

Complete Streets may be implemented to ensure standard facilities that form a complete network so these modes can move users from one part of the City to another.

Once the Comprehensive Plan has passed first reading by the City Commission, it will also be reviewed by entities including the Florida Department of Transportation, the South Florida Water Management District, the Florida Department of Economic Opportunity, Broward County, and neighboring municipalities so they may all contribute comments on the document. Staff is working to make the Comprehensive Plan a more user-friendly document.

VI. Old Business

Mr. Buckingham recalled that in fall 2018, the Economic Development Advisory Board (EDAB) met with the City Commission to discuss priorities for the coming year. One of those priorities was a new Economic Development Strategic Plan, which included the opportunity for the Board to participate in the development of branding for the City's economic development function. Branding can include mission or vision statements, as well as references to the City's history or location.

Mr. Buckingham noted that in the past, Fort Lauderdale's Economic and Community Investment Division (ECI) has used the slogan "A Tropical Oasis of Opportunity." He distributed a handout to the Board members, including a brochure that used this branding and theme. He reviewed other local branding efforts, including those used by the Greater Fort Lauderdale Convention and Visitors' Bureau. Mr. Buckingham proposed the branding theme of "Bright for Business," which incorporates the City's logo and refers to the climate as well as to existing economic development efforts.

The Board discussed the proposal, including consideration of it as an "umbrella term" under which other branding efforts, including ECI, could be gathered. They agreed to discuss this effort further at the April 2019 meeting. It was noted that the proposed branding and logo could be easily incorporated into every aspect of the updated Economic Development Strategic Plan. Mr. Chen suggested that Broward College's students might be interested in developing a new logo for proposed branding.

VII. New Business

The next Economic Development Advisory Board meeting will be April 10, 2019.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:12 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

ECI BUSINESS PIPELINE

March 2019	Subject(s) Discussed
1	Career Source Introduce M Jackson to CM and CRA manager
2	GFLCC - D Lindblade Discuss collaboration between Chamber and ECI
3	Japan Brief Draft trade brief for Mayor - City Comm welcome to Japan CG
4	Florida State of the Market Conference - Developer/investor activities and issues.
5	New Zealand Brief Draft trade brief for Mayor - City Comm welcome to New Zealand CG
6	Broward County - arts/cultural div. Discuss improved cross-support and collaborations
7	Alliance, Broward Workshop, Aero Attending committee meetings/events to support partners
8	My sidewalk:Opportunity Zone Discuss OZ opportunities in Ft Lauderdale
9	FTL OPZ event Discuss potential speaker's role at a citywide Opportunity Zone Forum
10	FIU Multi-party MOU to establish a Florida entrepreneunrial resource center in Ft Lauderdale.
11	BEAMs Academy Solid Foundation series begins
12	City College Advisory Member of the programming steering committee for the City College Business School
13	SBA Summit Committee Member of the strategy committee to promote the SBA 8A program
14	Fort Lauderdale State of the Market Conference - Developer/investor activities and issues.
15	M2M Tech Fest (2) Multi-party MOU to establish a Florida entrepreneunrial resource center in Ft Lauderdale.
16	Israel trip planning June 8 - 17, Tel Aviv, Haifa, Jerusalem, Beer-Sheva
	Consulate General of Israel
	US Commercial Service
	Enterprise Florida
	Ben-Gurion University
	SOSA
	OurCrowd
	Lenny Roth
	Fuse Group
	Jonathon/Abraham Fish
17	Florida Entrepreneunrial Resource Center Multi-party MOU to establish a Florida entrepreneunrial resource center in Ft Lauderdale.
	Florida International University
	M2M Tech Fest (2)
	US Dept of Energy
	Ben-Gurion University
	SOSA
	OurCrowd
	Consulate General of Israel (3)
	Fuse Group
	Jonathon/Abraham Fish (5)