

APPROVED
MINUTES
BEACH REDEVELOPMENT ADVISORY BOARD MEETING
100 North Andrews Avenue
8th Floor Conference Room
Fort Lauderdale, Florida
THURSDAY, JANUARY 31, 2008 – 2:30 P.M.

Board Members	Attendance	Cumulative	
		Feb 2007 – Jan 2008 Present	Absent
Ina Lee, Chair	P	11	0
Shirley Smith	P	11	0
Eileen Helfer	A	9	2
Miranda Lopez	P	9	2
Carlos Molinet (left 2:59 p.m.)	P	9	2
Judy Scher	A	8	3
Amaury Piedra	A	8	3
Aiton Yaari	P	8	3
Henry Sniezek	P	7	4

Staff and Guests

Don Morris, Beach CRA Director
 Jeff Modarelli, Director, Economic Development (arrived 2:34 p.m.)
 Linda Gee, Customer Operations Manager, Public Works
 Earl Prizlee, Engineering Design Manager, Beach CRA
 Silver Lee Hodge, Secretary, Beach CRA
 Karen Reese, Representative Economic Development
 Hilda Testa, Recording Clerk, Prototype, Inc.
 Alan Ward, Sasaki Associates
 Ted Schirmacher, Sasaki Associates
 Kay Karmanor, Florida Atlantic University
 Susan Brown, Florida Atlantic University

1. Call to Order/Roll Call

Chair Lee called the meeting to order at 2:30 p.m.

II. Approval of November 19, 2007 Minutes

As there was no quorum, the Board was not able to approve the minutes.

III. Director's Report

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Chair Lee introduced Mr. Donald Morris to the Board and guests and advised that Mr. Morris is now the liaison to the Beach Redevelopment Advisory Board. Chair Lee also requested from Staff, updated parking passes for the Board.

Mrs. Gee introduced herself and advised of her position with the City as manager in charge of the twenty-four hour customer call center. Mrs. Gee advised last year's spring break revealed the need for better customer service regarding contact with the City when dealing with issues relating to spring break. Calls of all types from all departments are handled at the call center except emergency, Police and Fire. All calls are logged and tracked to ensure issues are followed up and resolved.

Chair Lee was pleased to learn this year's cleaning and like services will be enhanced, as was done the year prior. Spring break's peak weeks will be the first week of March through the first week of April.

Mr. Morris reiterated that service efforts would be stepped up in terms of cleaning, police, code enforcement and traffic. More information will be released as it becomes available.

Chair Lee asked for an update on items from past minutes, one being the fiber optic lighting issue. At the last meeting, Mr. Carbon had advised the Board that a technical advisor from the fiber optic company would be visiting in December or January to provide assistance in extending the life of the fiber optics warranty. Mr. Morris advised that Tom Terrell from Public Works has been invited to give an update at the next BRAB meeting.

Chair Lee stated the importance of following up with the fiber optic issue as no improvement has been realized despite the fact that many months have passed. Chair Lee advised the Board that, waiting another month for resolution is not acceptable since at present, 25% - 30% of the lights remain defective. If results are forthcoming, Chair Lee felt the City should consider addressing this issue from a legal perspective.

The Department of Wildlife, Fish and Game had been to the City to inspect the temporary measures regarding the turtle lighting and advised the City must have a approved temporary measure to the problem before the season starts.

Chair Lee advised the Board that the lighting issues on the beach have reached a critical stage. The beach area has also experienced several muggings in the un-lit areas. Chair Lee requested a full report from the Fort Lauderdale Police for the next BRAB meeting and reminded Staff a representative from the police department is required to be present at every meeting.

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Ms. Lopez presented pictures of the beach wall showing the damaged areas and noted complaints from residents have been received.

Chair Lee requested a Capital Improvement update from the Parks & Recreation Department on the current repairs and programs. In addition, an update on the Beach Walk was also requested for the next meeting.

IV. Master Plan Presentation

Mr. Ward presented a two part agenda for the power point presentation being given to the Board, those being a project update and a conceptual framework showing the larger ideas regarding the connectivity of the public open spaces.

Specific design proposals were shown for the ocean side parking lot with more information to follow at subsequent meetings. The second part of the meeting was an introduction to the zoning and regulatory issues.

Today's meeting was the second of four public meetings regarding the master plan for the beach area, with the third phase being completed with a presentation to the Commission.

Conceptual Framework

- Improving the pedestrian environment – create areas other than the beach to stroll and walk.
- Provide a better mix of uses other than the beach – pedestrian oriented street with retail, restaurants, etc.
- Provide amenities for tourist and locals.
- Enhanced access to water – connect the beach open space to the inter-coastal waterway.
- City owned parcels are under utilized – opportunities to create green spaces, new destinations, attractions.
- Parking – finding available parking and knowing when parking is available.
- Too many waivers for new development – last chance to plan and make the beach a unified great place.

Urban Design Principals

- Identify entries – gathering center at Las Olas Boulevard.
- Mix of uses.
- Children and families.
- Useable public spaces – special events- evenings.
- Enhance connectivity – walking environment with cafés and restaurants.
- Way finding system from the interstate to the destinations.

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Details of the different elements referenced in the conceptual framework were discussed. Those would include:

- Aquatics Complex – paths and green spaces.
- Inter-Coastal Promenade - The inter-Coastal waterway to be included in a continuous pedestrian promenade, City owned parcels to have a unified path system.
- Oceanside Plaza – opens space, consolidate parking.
- Almond Avenue – retail, restaurants leading to Oceanside Plaza.
- DC Alexander Park – compliments Aquatics Complex.
- Alhambra site – additional public parking, green space linked to beach.
- Expanded Water Taxi route – a stop in the heart of the district.
- Birch Road and neighborhood streets – clarify parking, walking and different areas of the streets.
- Breakers Avenue – more retail.
- Bonnet House Entry on Breakers Avenue – more integral to the beach, historical and cultural impact.
- A1A West Side – guidelines for remaining parcels and the 20 foot setback and the uses that abut the properties to reinforce the active zones and have unity of design.
- Overall graphics and way finding system.

Las Olas Gateway Area

Other cities around the world use streets for visual importance of landmarks. When crossing the Las Olas bridge on the way to the beach, the view is of a parking lot. An underground parking lot is for consideration due to the importance of the site. The site could house a civic plaza, a series of sculptures and water, a gathering space, market (covered space) to house a range of different events, followed by a softer green zone with tables, chairs, benches and trees. The redevelopment of the south border of that area would create an activated edge.

A great amenity and focus at the center of the beach would be a catalyst for redevelopment in and around the area. Enhanced garaged parking can also be a catalyst for significant re-investment and is seen in many other cities.

The plaza space could have a shelter that could stage concerts for families during the day and for adults in the evening with a range of programming to bring people back to the beach as the beach is expected to be lively and active. The existing parking lot fits 243 cars, approximately 300 cars would be able to fit in the underground parking proposed; however, it is very expensive and a strategy will have to be developed to pay for the plan.

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The plaza would include a fountain, a place for vendors, a shade structure with outdoor market, and a possible media screen on the building. The area at the rear would be called Channel Square and include a water taxi with restaurants and takes better advantage of the waterfront space.

As the sidewalk continues west to the Inter-Coastal creating a new area called, water to water walk and also makes a strong connection to the beach.

Mr. Ward stated that the items talked about for improvement, fulfills many of the objectives of the urban design principals.

Next Mr. Ward spoke about the proposed improvements for the DC Alexander Park, which would be the 2nd focal point of the beach. These improvements include the Aquatics Center with an inter-active fountain for children with walk ways, green spaces. Again, making a strong connection to the beach with a row of palms and 5th street vehicular traffic going in both directions.

The Alhambra having potential open space, can promote new development and shall be the 3rd focal point.

V. Questions and Answers

Mr. Yaari gave his accolades with regard to the project; however, was concerned about bringing in musical entertainment to the area due to the zoning regulations. Currently, the City has noise ordinances in areas where entertainment districts are next to residential districts.

Chair Lee also stated the project was masterfully planned and was pleased with the prospect of the redevelopment of the area. Chair Lee stated the Board has significant interest in project is because a large amount of the CRA's money is involved in the beach redevelopment effort.

Chair Lee asked if the Birch lot would be addressed at the next meeting and Mr. Ward confirmed it would. Mr. Ward explained that Almond Avenue would have retail on both sides of the street and lead to the Plaza.

Mr. Morris advised the Board that as projects come through the Zoning Department, communication would continue to ensure cohesiveness of the individual projects.

Chair Lee asked about the smaller properties within the NBRA area with regard to redeveloping those properties and not create too many restrictions due to the projects

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proposed at today's meeting. Mr. Ward advised those issues and the existing zoning regulations by district would be discussed at the next presentation.

Ms. Smith stated she was very pleased to see that 5th Street was proposed as a two way street again. Ms. Smith felt the one-way street created additional traffic problems to the area.

Mr. Yaari stated he felt the businesses on both sides of Almond Avenue would need to have a common theme to unite the retail shops and restaurants and complement each other.

Mr. Sniezek advised he too approved of the project and asked of the costs involved with the underground parking. Mr. Ward stated underground parking is significantly more than above ground parking due to the issued of water and ventilation and the obvious construction challenges. No detailed costs estimates have been compiled; however, the actual costs involved will have to be looked at as it relates to how the parking garage project construction will be paid. Mr. Ward explained at this stage, they are looking to see if they are on the right track as far as the vision for the beach area.

Mr. Sniezek asked if there were options in place if the underground parking was not feasible. Mr. Ward advised the parking could be moved to other areas but if there is strong support of the idea, funding for this type of parking would be found. If the City creates more parking, there is also potentially more revenue from said parking.

Chair Lee added that she felt the idea of creating the promenade with the walking atmosphere and water taxi is a wonderful idea for the beach area.

Ms. Lopez likened the proposal to a breath of fresh air. She asked about a greenway along A1A, possible bike lanes, and suggested a pedestrian bridge used as a water slide to connect Alexander Park and the Swimming Hall of Fame.

Chair Lee stated the CRA puts money aside for Streetscape 1B continually. Mr. Morris stated that Streetscape 1B would cover the entire CRA area. Chair Lee then asked if the monies from the upgraded portion of the Bahia Mar project recently approved by the CBA would go into the CRA or must that wait until the entire project is complete. Mr. Morris advised those funds would be available as completed portions are registered with the Tax Assessors Office.

Chair Lee advised the funds now in the CRA have become pivotal in the process thus requiring a closer look as to the funds available, projections and budgets out five and ten years. Mr. Morris stated any projects bonded must now be voted on by the public. Chair Lee stated that since the BRAB is one of the major stakeholders of the project

that at such time when the rest of the presentation is ready, the BRAB be the first to see that presentation.

Chair Lee asked if there were any guests present with questions regarding the presentation. Ms. Brown commented that all the parking in Seattle is underground and while it is more expensive, the land available is too valuable to use for parking.

VI. Adjournment

Chair Lee advised the A1A Marathon is Sunday, February 17th from 6:00 a.m. to 12:30 p.m. and a press release is available for those requiring more information.

There being no further business to come before the Board, the meeting was adjourned at 3:24 p.m.

[Minutes prepared by H. Testa, Prototype, Inc.]