

APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, OCTOBER 15, 2012 – 2:30 P.M.

MEMBERS	FEB 2012/JAN 2013				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	6	0	1	0
Mel Rubinstein, Vice Chair	P	5	1	1	0
Anthony Abbate (arr. 2:33 p.m.)	P	6	0	1	0
Jordana L. Jarjura	P	5	1	1	0
Ina Lee	P	6	0	1	0
Dan Matchette (arr. 2:32 p.m.)	P	5	1	1	0
Melissa Milroy	A	5	1	1	0
Judith Scher	P	5	1	1	0
Tim Schiavone	P	6	0	1	0
Aiton Yaari	P	5	1	1	0

Staff

Don Morris, Beach CRA Manager
Earl Prizlee, Engineering Design Manager
Eileen Furedi, Clerk II
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion by Ms. Lee, seconded by Ms. Scher, to instruct staff to use Oceanside lot as a flex space where there could be major art events with limited parking; that we should explore the option based on what the parking studies say of having a parking garage at the bridge based on feasibility; we should leave Alhambra the way it is; and proceed with Channel Square creating 21st and 22nd century solutions to what we're dealing with on the beach. The Board wants to have a say in the process. In a voice vote, the motion passed unanimously.

I. Call to Order/Roll Call – Bradley Deckelbaum, Chairperson

The meeting was called to order at 2:32 p.m. by Chair Deckelbaum.

Roll was called by Ms. Opperlee.

- **Quorum Requirement**

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

II. Approval of Minutes - Bradley Deckelbaum, Chairperson

Motion by Mr. Rubenstein, seconded by Mr. Yaari, to approve the minutes of the August 20, 2012, minutes. In a voice vote, the motion passed unanimously.

III. Discuss Proposed Improvements to the St. Bart's Coffee Company - Jason Crush, Crush Law (not addressed)

IV. Update on Special City Commission Workshop (October 9, 2012) - Donald Morris, Beach CRA Director

Mr. Morris reported that staff listened to all the comments from the City Commissioners on the various projects. Most of the feedback concerned Oceanside Plaza, and the City Commissioners were not in favor of the garage as proposed. They stated it would have to be scaled back, no higher than two stories, and on the southern end of the property. There was a brief discussion about the height limitation.

Mr. Morris reported that it was also suggested that nothing should be done with the property. The money that was proposed for Oceanside could then be applied to other properties. Additional parking could be put in at the Marina site.

Mr. Morris added that comments were made regarding moving the entertainment venue proposal to the D.C. Alexander Park in front of the Swimming Hall of Fame.

At this point, discussion returned to Oceanside Plaza. Mr. Yaari remarked that, although he was initially in favor of the parking garage, after attending the meetings he felt that it was too bulky. He favored a parking garage by the bridge. However, he felt it would be a waste of real estate to leave Oceanside as a parking lot. Mr. Yaari proposed moving parking to the south into a modular space without tire stops. It could have a water feature and be used for an event space.

Mr. Rubenstein was pleased that the City Commissioners all liked the Promenade concept on the Intracoastal. He distributed a letter, which he wrote as an individual, to the City Commission with copies to the City Manager and Mayor. He attached a list of promenades and similar features that appear across the United States and foreign countries. Mr. Rubenstein also attached a description of the economic impact of the promenades.

Ms. Scher wondered if they could move the garage that was proposed for Oceanside closer to the Aquatics Center. She suggested using the wall artistically and having a lawn for people to enjoy, similar to the New World Symphony building in Miami Beach.

Ms. Lee thought there had to be parking at the Oceanside site and was confused by the Mayor's remarks, because she did not think it obstructed the view coming over the bridge. She also remarked that the City Commission and Parking felt they needed to put more public parking on the beach at some point in time. She did not favor putting a major venue at D.C. Alexander Park, due to lack of space. Ms. Lee recommended finding out if parking is required for the Oceanside site and what the parameters would be. She wondered if financing for the whole lot was contingent on the parking piece of it. Alternatively, she suggested moving the parking to the Marina area, near the bridge.

Ms. Jarjura said that she was also under the impression that parking had to be part of that site. She commented that Mr. Zyscovich added design concepts, but the process is not in the design phase yet. She thought the elements such as flexible space were beneficial ones. Ms. Jarjura hoped that they would still try to get the pedestrian pathway / bike lane (Option 3), as it would connect the whole area.

Mr. Matchette wondered what the Parking Authority's goals are for the beach. He felt that parking supports special events, the boat show, weekend traffic, and restaurants and clubs in a small area. Mr. Matchette remarked that the parking garage had grown over the design process, and felt it was good esthetically for its location. However, he wanted to know how many spaces would be gained by the new garage, and also why there are so many parking spaces aimed at the intersection of A1A and Las Olas. He felt that a smaller building would not be economically feasible in terms of revenue.

Mr. Rubenstein said he would like to see actual studies from the Parking Authority. He suggested contacting them to find out if another parking structure is needed and what would their suggestions would be. Regarding the Venetian, Mr. Rubenstein felt that the opposition was more than blocking the view - it also had to do with more activity and noise in the area. Furthermore, he felt the residents at the Venetian were left out of the process, and suggested there could have been a presentation at a Central Beach Alliance meeting.

Mr. Rubenstein predicted that building a parking structure by the bridge could produce problems as well, such as view blocking. Mr. Matchette pointed out that the way the condos are positioned, their views would not be blocked.

Mr. Rubenstein continued that if a garage along the bridge would not be an obstruction, perhaps that could be addressed after the Promenade and Marina are done.

Ms. Scher asked about the cutoff for State funds, and Mr. Morris replied that the funds have to be encumbered (under contract) by November 2019.

Mr. Morris stated that the City Commission has asked staff to come back on November 6, 2012, with options for going forward.

Chair Deckelbaum thought the Oceanside lot presentation to the City Commission was lacking. He stated that the structure does not affect views of the waterway from the Venetian, except from their garage floor. He recommended that someone from the Board work with staff at the presentations to show that the information is coming from the Board as well as from staff.

Mr. Morris stated that staff took pictures from various floors of the Venetian and superimposed a projection of the garage into them. However, they did not have a chance to confirm that they were accurate, so they did not include the photos in the presentation.

Mr. Abbate thought both the architect and the Board did a "terrific job," but the problem was the premise upon which the project was based. He was not convinced there is a need for parking, and putting a parking lot on a piece of prime real estate is a waste of space.

Mr. Abbate continued that the first issue they have to resolve is if they need parking, and, if so, he wondered why it would have to be at that spot. Additionally, he did not see the parking garage adding value to the district. Mr. Abbate felt the Board's views needed to be clearly stated in the RFP.

Ms. Jarjura remarked that the Sasaki Master Plan called for a parking garage, and she thought that is why they put one in the proposal. Mr. Morris verified that.

Discussion ensued about a recent parking study which showed more public parking was needed. Ms. Jarjura said that they need to decide at this time if it is economically feasible to build the garage at Oceanside, and go through the site plan process later. She doubted the City would want to set a precedent of reaching out to all the neighborhoods regarding the project, when there were multiple public meetings with the Sasaki Plan. Mr. Abbate commented it is all right to include economic concerns within the feasibility study because they are bound to come up at some time.

Mr. Schiavone suggested that the Board communicate to the City Commission that they have to go back to the beginning:

- Obtain information from Parking to find out what the options are
- Get the view studies done
- Decide how to downsize if necessary
 - Flat surface with public place or not
 - Leave options open for future

Chair Deckelbaum stated that nothing mandated that a parking garage has to go there. He felt this was an opportunity for the CRA to find the best use for that property. Chair Deckelbaum relayed that Ms. Alarcon has confirmed the need for more public parking spaces on the beach, and pointed out that garages are better than surface lots in terms of managing traffic. In addition, she had said there was a greater need in this particular

area of the beach. Chair Deckelbaum also said that Ms. Alarcon felt that the garage would need to be in the Oceanside location.

Chair Deckelbaum felt they might eventually need garages at all three discussed locations, and they need to consider long-term uses, which are restricted. He continued that they need to more than manage the "average daily use" - they need to support the weekend and peak use even if they cannot fully accommodate the big events.

Chair Deckelbaum felt they would be remiss if they did not replace the parking lot with an active use space. In addition, the footprint for the garage should be established at this time. He reminded the Board that the proposal was the result of years of hearings, which determined that the garage should be at the Oceanside location.

Ms. Jarjura asked about the use restrictions, and Chair Deckelbaum responded that the only two legal uses are parking/open space or a parking facility up to four stories, subject to a City-wide referendum. Chair Deckelbaum added that the garage/open space design would allow more opportunity to activate the area.

Mr. Yaari commented that the builders of the Venetian were aware that a parking garage would eventually be built at Oceanside.

Chair Deckelbaum continued that the City Commission wants improvement and said the appearance can be "tweaked." One course of action would be to confirm the renderings to show that the garage does not have a negative impact on the public or Venetian view. Another option would be to not build the garage and have it be an open space. Downfalls of that course would be:

- Lose the chance to ever have parking there
- Same type of reaction to parking garage at the Alhambra lot
- Negative reaction to garage next to bridge
 - Increased traffic at Las Olas circle

Chair Deckelbaum concluded by saying that if the Board likes the project, it would be worth advocating for it rather than going back to the drawing board.

Mr. Matchette recommended getting views from the architect from different floors of the Venetian to find out if it blocks the view. In addition, Mr. Matchette wanted to know at what point building a parking garage on that lot becomes unfeasible on a dollars per parking space basis. He continued that parking is needed. and there is no other place for it. Regarding parking on the bridge site, he did not feel that the argument of more traffic at the Circle was viable.

There was a discussion about the various objections raised by the Venetian, with Chair Deckelbaum pointing out the Board has bowed to their objections throughout the process.

Mr. Morris stated that staff sent out notices to every neighborhood association president (and the Venetian) to forward to their constituents so that they could attend the meetings. Staff did whatever they could to get people to the meetings.

Mr. Matchette wondered if there should have been targeted outreach to specific groups who would be directly affected.

Upon a question by Chair Deckelbaum, Mr. Morris stated that the City Commission has requested him to come back to a City Conference Agenda on November 6 with the Managers.

Ms. Jarjura remarked that the first thing they need to do is find out if a scaled back project would be financially feasible. She also felt that the bridge was a better location for the parking garage rather than on the beach.

Mr. Rubenstein thought it was important to have someone from Traffic at a Board meeting to provide the latest information and answer questions. He commented that the Mayor and District 2 Commissioner clearly liked the design and idea, but felt it was too massive. Mr. Rubenstein suggested leaving everything as is, except reduce the size to two stories.

Mr. Abbate felt the size of the Plaza is not large enough to accommodate the scale of the design. He suggested a vision for the site, which would include attracting events to the beach and raising the quality of the beach environment. Mr. Abbate referred to the handout provided earlier by Mr. Rubenstein. He continued that the exact location of the parking does not matter - people will park wherever there is parking.

Mr. Yaari remarked that they need to consider the costs of going back to the drawing board. He did not think the City Commission would approve any parking garage on that site because he said the numbers would not work, and there is pressure from the Venetian. He suggested the site be used as flex-space, and have some items such as farmers' markets, play space for children and so forth. Mr. Yaari concluded that they should ask Mr. Zyscovich for a new plan, because the Board would be wasting time to pursue the garage.

Chair Deckelbaum reviewed that there are three choices for the site:

- Leave as surface lot
- Do something along the lines of what it is now planned
- Passive space, amphitheater, etc.
 - Do not have enough place to put parking if they dispose of the 243 parking spaces presently at Oceanside

Ms. Lee remarked that three City Commissioners favored putting the parking near the bridge, and that would be sufficient to propel that idea forward. She advocated creating

a world-class gathering place at Oceanside with flex space for events (but not major concerts in consideration for the neighbors).

Ms. Lee continued that the Board and Mr. Morris did let the neighborhood have input into the whole process from the beginning. Everyone had the opportunity to come to the meetings and give input at least three or four times. In addition, there was a big public meeting.

Mr. Matchette thought parking could go on both sides of the bridge.

Ms. Jarjura wondered how many spaces would be needed if they took away the parking spaces from the A1A/Las Olas lot. Mr. Prizlee replied that the Intracoastal lot now has 513 spaces. In the Marina, there is a footprint for a future garage: along with the surface parking, there are 249 spaces. Oceanside currently has 242.

Mr. Yaari mentioned he will be proposing a parking garage on his lots at the same hourly rate the City charges.

Mr. Prizlee continued that the Aquatics Complex now has 104 spaces and, with the new Aquatics Center, will have 579.

Mr. Schiavone stated that as a matter of practicality, they should not push for a parking garage at the A1A/Las Olas lot and, instead, move forward with what should go there, such as a public gathering flex site. The next step would be a garage by the bridge.

Mr. Morris said the number of parking spaces that could be accommodated at the bridge would have to be researched. A financial feasibility study would need to be done, and they need to ensure that there would be a need for it if they take away the Oceanside lot. Mr. Morris encouraged the Board to keep their perspective - seven other projects are viable.

Mr. Schiavone thought that having the parking close to the ocean is a distinct advantage.

Chair Deckelbaum suggested to Mr. Morris that he take the approach that the Board does think that parking is still an issue, but not give up on the chance to do something transformative with the Oceanside lot. Whatever parking is planned, it has to be bondable. He hoped that Mr. Morris and Transportation/Mobility could work together to figure out the parking numbers and area needed, and continue working with Mr. Zyscovich on his contract in order to design garages that could go at Alhambra and next to the bridge. It was pointed out that the projects were awarded by lot, not by project. Chair Deckelbaum thought that approach would push the City Commission towards a commitment for garages at other locations.

There was a discussion about incorporating some of the Sasaki plans for garages.

Mr. Morris stated that the numbers are known for the Marina parking garage, and staff will be meeting with the consultants before presenting to the City Commission. Regarding Alhambra, Mr. Morris did not believe that supply from Oceanside would increase the demand at Alhambra. He added that they are now saving money at Alhambra that could be applied to other places, and hoped that money would not be taken for a parking project there. Mr. Morris cautioned against adding more items to the project if the funds are not there.

Chair Deckelbaum commented that the funds for a parking garage would theoretically be sustainable.

Mr. Morris said when they go to the City Commission in November, they plan to put forward options discussed by this Board and request direction on them. He elaborated that staff will not be asking for approval of a final concept.

Chair Deckelbaum recommended the following option to put before the City Commission:

- Turn Oceanside into a flex space
- Find another parking site to satisfy parking needs, either at Marina, Alhambra or combination of the two, or another site

Mr. Prizlee liked the flex space, designed with minimum loss of parking.

Discussion ensued about the meaning of flex space and whether that included parking. Mr. Prizlee commented that the original Sasaki Master Plan was to “pick up” the parking from the ground and put it in the garage. Mr. Morris said that it turned out that it was not possible to get 400 spaces in the structure.

Mr. Morris suggested a Communication to the City Commission about what the Board’s preferences are given the comments received from the workshop. He detailed that the memo to the City Commission will not come from him, but from the City Manager.

Mr. Abbate felt that the Channel Square issue of mass transit needed to be discussed more, instead of just focusing on the “20th century” solution of more parking. Mr. Morris commented that he is not suggesting Channel Square take a back seat, but right now they are focusing on Oceanside. Channel Square has the full support and attention of staff.

V. Communication to City Commission

Motion by Ms. Lee, seconded by Ms. Scher, to instruct staff to use Oceanside lot as a flex space where there could be major art events with limited parking; that we should explore the option based on what the parking studies say of having a parking garage at the bridge based on feasibility; we should leave Alhambra the way it is; and proceed

with Channel Square creating 21st and 22nd century solutions to what we're dealing with on the beach. The Board wants to have a say in the process. In a voice vote, the motion passed unanimously.

VI. Old/New Business

Mr. Yaari said the beach is too dark for public safety, and Fort Lauderdale is the only city that is bending to the State on turtle lighting. He said all the other beaches in the area are bright, and he thought the turtles nest in Fort Lauderdale because it is dark. He added that the BID made a Communication to the City Commission about the matter, but the support of more groups is needed. [It was later clarified that the BID did not do a Communication.]

Chair Deckelbaum asked Mr. Morris to get a copy of the minutes of the BID meeting and data pertaining to how Fort Lauderdale beach light compares to other cities and locations and some safety statistics. Mr. Morris stated that Fort Lauderdale is unique in its situation and it would be difficult to compare. Mr. Prizlee commented that the Department of Transportation has requested a lighting justification report, and they are preparing to hire a consultant to do that. The report would supply the data about safety and lighting. Mr. Prizlee said he could have the report by the next meeting.

Ms. Lee mentioned that a group in the Chamber of Commerce has called a meeting to discuss the topic, and the Hilton has hired a major consultant to deal with the lighting issue.

Various ideas were discussed relating to different kinds of lighting that could be used.

Ms. Lee asked Mr. Morris if he could follow up on a Chamber request to have the lights turned on (three days before) for the Boat Show.

Mr. Rubenstein thought the next meeting date (November 19, 2012) was too close to Thanksgiving and may pose a problem with attendance. Chair Deckelbaum will look into it.

Mr. Morris announced that the lighting ceremony is the day before Thanksgiving (November 21, 2012).

Hearing no further business, Chair Deckelbaum adjourned the meeting at 4:11 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

List of attachments:

Handout from Mr. Rubenstein