

APPROVED

REVISED MINUTES

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, SEPTEMBER 16, 2013 – 2:30 P.M.**

MEMBERS	FEB 2013/JAN 2014				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	7	0	0	0
Anthony Abbate, Vice Chair	P	6	1	0	0
Jordana L. Jarjura	P	6	1	0	0
Ina Lee	P	6	1	0	0
Dan Matchette	P	7	0	0	0
Melissa Milroy	A	5	2	0	0
Judith Scher	P	6	1	0	0
Tim Schiavone	P	3	4	0	0
Andy Mitchell, Jr.	P	3	2	0	0
Shirley Smith	P	2	0	0	0

Staff

Don Morris, Economic Reinvestment Administrator
Earl Prizlee, Engineering Design Manager
Eileen Furedi, Clerk II
Mark Almy, Parks and Recreation Supervisor
Jamie Opperee, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None.

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

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

• **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 August 26, 2013 - Bradley Deckelbaum, Chairperson

Motion by Ms. Smith, seconded by Ms. Scher, to approve the minutes of the August 26, 2013, meeting. In a voice vote, the motion passed unanimously.

III. Discussion with Lee Feldman - Lee R. Feldman, ICMA-CM, City Manager

Mr. Feldman stated he was present to discuss with the Board what they want to accomplish at the Joint Meeting on September 23, 2013. He mentioned he would not be at the meeting, and believed the City Commission expects to review progress on the projects.

The first project, the Aquatics Center, represents approximately a \$25 million investment from the CRA. Mr. Feldman reported that this project is currently in the programming/design phase and getting to the 30% point.

Mr. Feldman said the issue holding the project back was the relationship with the International Swimming Hall of Fame (ISHOF) and trying to come to an agreement as to what they want in terms of space. He reported that he brought the matter before the City Commission at their last conference meeting. The ISHOF is not satisfied with the 10,000 square feet of space allocated for them. Previously, their only concern was that they had 25- versus 50-meter pools, and the City Commission ultimately decided to go with two 50-meter pools. At this point, however, ISHOF wants only 5,000 square feet of space plus a gift shop on the deck of the pool.

Mr. Feldman continued that building the gift shop would cost approximately \$675,000, and the City Commission told him that they were not interested in paying that amount in addition to the demands of the ISHOF to pay another \$50,000 per year for subsidization and free rent, utilities and so forth. He said that the City is committed to providing them space, but the terms are the issue.

Mr. Feldman reported that the ISHOF has been exploring other locations, but since April, he had not seen any press items from several areas they had been exploring.

Mr. Wigo and the Board Chair Donna De Varona sent a letter to the Governor asking him to rescind the City's grant of the land to them, but Mr. Feldman did not know the status of that request.

As of this time, Mr. Feldman stated they are designing a 4,000 - 5,000 square foot indoor diving training facility. The other half will be in reserve for the ISHOF; if they are not interested, the City will put out an RFP to lease the space.

The next project Mr. Feldman addressed was the Las Olas Corridor Project, and he said that the final action (bid award) will take place at the City Commission meeting the next day. Mr. Feldman enumerated the parts of the project:

- Two parking garages on both sides of the bridge
- Enhancement of Las Olas Corridor for visibility and venue (maybe straighten it out)
- Work on the Marina section of Channel Square
- Work on Oceanside Lot to create a more public venue and replace some parking with special event space
- Enhancement of the Las Olas A1A Beachside Plaza area

Mr. Feldman stated that another bid will be awarded for the A1A/Almond Avenue Streetscape. He said they do not want to deal with a “hodgepodge” of architecture and landscape.

Mr. Feldman went on to discuss the Sebastian Street parking lot. Mr. Prizlee stated that the survey is almost complete, and then they will get a task order from a consultant for the design services. Mr. Feldman mentioned that they are controlled by the Consultants Competitive Negotiation Act so they need to ensure certain thresholds are not “tripped.”

Mr. Feldman also brought up the playground at Fort Lauderdale Beach parking lot. He said it is old and needs to be replaced; he would like to see something “new and clever” and have something family-oriented. He noted that they have to keep in mind there is a memorial for the five Parks and Recreation police who were shot there, and it has to be part of the ultimate design for the park.

As far as D.C. Alexander Park is concerned, Mr. Feldman stated that they need to think about what type of project could make good use of the green space that would be family oriented. He envisioned (with credit to Chair Deckelbaum) a transition from a family-oriented environment at the beach through a commercial/adult/tourist environment north of Las Olas leading to the hotels.

Mr. Feldman said there is no resolution yet on the Marina project. He relayed that the marine industry advocates ripping out the pavement and adding dock space for larger boats. He said a marketing study has been done that supports it, but he believed it would require a large subsidy from the CRA and possibly some loss of revenue into the City’s general fund. Mr. Feldman asked the Board to keep in mind that the Marina now generates about \$450,000 per year for the general fund; that money would have to go to support debt service on a bond and there would probably be cuts unless additional sources of revenue could be identified.

Mr. Feldman stated they have been taking a second look at the original Sasaki Plan, with a large green open space and a parking garage. Mr. Prizlee showed a rendering of the design while Mr. Feldman pointed out some of the features, such as twin parking garages and lawn tying together the Intracoastal Promenade and the Marina. The Marina offices might be located on the ground floor of one of the parking garages.

Ms. Lee commented that the Board is interested in getting in sync with the City Commission on the projects. She was concerned because there are so many different elements to the projects and wanted to know that someone is looking at the bigger picture.

Ms. Lee also stated that it is critical that the Aquatics Complex is marketed to bring in room nights, and wondered who would be doing the marketing piece on that.

Furthermore, Ms. Lee asked Mr. Feldman if there would be continual trolleys going to and from the twin parking garages.

Mr. Feldman responded that Las Olas, Streetscape, and Almond Avenue are all being coordinated because the same team is working on them. He also stated that the parking tram concept will be part of the details to be worked out and envisioned that being a parking operation, not a CRA project. He thought the money generated from the parking garages would generate the funds necessary to run the trams, which would be similar to the open air trams at Disney World. Mr. Feldman said that concept is probably over a year away.

Regarding the D.C. Alexander Park, Mr. Feldman said they will be looking to the Board to keep that project in check and be “the eyes and ears” of the City Commission.

Mr. Feldman was confident events would come to the Aquatics Complex without too much marketing, especially after the rehabilitation. However, they will have assistance from the CVB in terms of marketing.

Ms. Jarjura wondered if the plan for the Promenade is consistent with the original Sasaki Plan for the area (if they do not go with the Marina expansion), and Mr. Prizlee replied that it was taken out of the Sasaki Plan and made more of an open area. Mr. Morris added that the Promenade will remain the same, but they would add green space and open space.

Mr. Feldman said they had considered having a surface lot there, but feared it would be taken up by beachgoers, while a parking garage would accommodate both beachgoers and people using the park. Ms. Jarjura noted that without the two garages, they would have 85 less parking spaces than currently are there.

Ms. Lee commented that the CRA hoped that money would be available to move the trees and impediments on the east side of A1A to dress up the street. Mr. Feldman responded that there may be money, as the numbers now are “very loose.” They will know more realistic costs after the architects reach the 30% design point.

Ms. Smith disliked the two parking garages on the bridge; she felt they obstructed the view. She suggested free parking at the beach before 8:00 or 9:00 a.m.; there are many parking spaces but people cannot afford them. Ms. Smith also mentioned that if

they add the 500 parking spaces at the Hall of Fame, they would be over the required numbers for parking spaces (1470), so she did not see the need for the parking garages at the bridge.

Vice Chair Abbate was curious who the intended user of the Aquatics Center was. Mr. Feldman advised that most municipal pools generally lose money, but this particular pool is also home to the ISHOF, which makes it different. They want to generate revenue there by hosting events under the current lease agreement with the City. The City also holds events there during the year that generate revenue. Mr. Feldman described the initial concept for the Center, which included more commercial features. He said he had reminded the City Commission that it is a municipal pool. In 2011, the decision was to build the two 50-meter pools, a diving well, add parking, and ensure there was room for the ISHOF to carry out its functions. Basically, it is a municipal pool that hosts other events. Vice Chair Abbate asked for clarification that the new pool will meet international competition standards.

Vice Chair Abbate thought the intents for the various aspects of the plan need to be made clear. Mr. Feldman acknowledged that they had overlooked the intention to have some sort of feature on top of the parking garages by the bridge to help provide an iconic view. He added they need to add some design concepts.

Ms. Scher noted that when they initially discussed the Aquatics Center, it had all “the bells and whistles,” but now they are back to the basics of the pool and revenue. She wondered if they as a Board would know which direction the Marina project was going to take when they go into the Joint Meeting. Mr. Feldman replied that that project is not far enough along to know the outcome. He was concerned about the Army Corps of Engineers becoming involved and its effect on the time limits for the project. Mr. Feldman also brought up the bond and debt issues, noting the project is going to have to be marketable.

Chair Deckelbaum referred to Slide 11 of the PowerPoint, and said there is the same problem with the parking garages that only part of it can be funded through a parking bond. Mr. Feldman commented that in order to make the garages financially viable, they will need a CRA contribution.

Ms. Jarjura confirmed that the 1470 parking spaces included the 540 for the Aquatics Center. She wondered where the top of the parking garages would be in relation to the bridge. Mr. Prizlee explained that the garage was three levels of parking, and the top deck will be close to the elevation of the bridge.

Ms. Jarjura recalled that originally the Sasaki Master Plan called for a garage on A1A and Las Olas, beach parking and the Sebastian lot. She recalled the feasibility study revealed that plan would not work. She noted that many residents in the Las Olas area do not like the parking garages being proposed, and suggesting putting the parking garage at Sebastian instead. Mr. Feldman predicted the residents near any garage will

probably not like it. He also pointed out that Las Olas and A1A will be the focal point, where parking is needed. Mr. Morris pointed out that the utilization rate at Sebastian was the lowest one in the study they did.

Mr. Matchette commented that Slide 10 of the PowerPoint showed the Sebastian parking lot being 140 spaces, and then asked if the information shown on Slide 25 depend on the Green Roof concept being implemented. Mr. Morris replied it did not, and explained that the last three slides are available for discussion if/when those topics come up in the Joint Meeting. Chair Deckelbaum pointed out that the number of parking spots would not be affected by the Green Roof concept.

Mr. Matchette brought up that the old Aquatics Center had a \$1 million deficit, was curious what the anticipated deficit would be for the new plan, and wondered if it was favorable to reaching a deal with the ISHOF. He also wondered what would happen if they do not come to an agreement with ISHOF. Mr. Feldman replied that if they have a favorable deal or not does not affect the bottom line of that pool. Depending on some pro formas, the parking garage is going to generate a surplus in revenue after debt service that would help subsidize the operation of the pool. Mr. Feldman stated the pool would lose money operationally, but he did not know the amount. He continued that some people had suggested raising rates for use of the pool, but those rates were determined to be too high to keep attractive demands. He was, however, confident that the new pools would attract more patrons than the old ones due to their newness.

Mr. Matchette was concerned that they will be spending more money than they make on recreational, rather than infrastructure, needs. Mr. Feldman remarked that the parks, ball fields and such are also infrastructure; he added that every park facility is subsidized to some extent.

Mr. Mitchell confirmed that the Sebastian lot was going into preliminary design. He asked about Casablanca, and Mr. Morris responded that they have an agreement with the City to use City parking for their events. Mr. Mitchell wanted to know if any discussion had been held with Casablanca about earmarking spaces in the planned 140 spaces, and Mr. Morris replied affirmatively.

Mr. Mitchell continued that he is looking for consistency from one end of the beach to the other, and recommended focusing on the items that will put Fort Lauderdale in the forefront. He suggested the City Commission help them prioritize the projects. Mr. Feldman stated that they have narrowed the projects down to what they want. Now they need to determine if they can afford them and if there are surplus dollars that can be diverted to a project needing money.

Vice Chair Abbate suggested they add the recovery of acreage to the public benefit in the PowerPoint presentation.

Chair Deckelbaum reviewed that everyone on the Board liked all of the projects, including the “extra” ones such as D.C. Alexander Park, the east side of A1A, and some way to do the Marina. He noted that they cannot do all of them, and wondered how to proceed.

Mr. Feldman said there are four projects that they need to progress to the 30% design mark to get more refined numbers so they will know how much money is forecast. At that point, additional projects could be considered. The four projects are:

- Las Olas Corridor (without the Marina)
- A1A Streetscape (west side)
- Sebastian parking lot
- Almond Avenue Streetscape

Mr. Feldman continued that the discussion at the City Commission meeting could cover the following:

- Open space versus the Marina space
 - Open space could be used for any event
- Green roof or not at Sebastian garage
- Potential ideas for D.C. Alexander Park

Anton Yaari, former Board member, commented that Almond Avenue is the most blighted part of the CRA and has to be done. He urged the Board to get moving on the projects.

Fred Carlson shared input that swimming as a popular sport has declined dramatically in recent years. He also mentioned that the pool is kept too cold for residents to use. Mr. Carlson commented that the ISHOF area has become more expensive for visitors. Regarding D.C. Alexander Park, he said that a tall building was going to “hem in” the southern border of the park, and the northern part has to be kept open. Mr. Carlson added that having parking near the pool would encourage people to use it.

Regarding the garages by the bridge near Las Olas, Mr. Carlson stated that they do not want the garages to be one and a half stories above the roadway because it creates an obstacle to the view. Mr. Feldman interjected that the buildings have not yet been designed.

IV. Discussion of Draft PowerPoint Presentation for September 23, 2013 / Joint Meeting with the City Commission - Donald Morris, Economic Reinvestment Administrator

Mr. Morris announced that Mr. Prizlee would present the PowerPoint. Mr. Morris stated that the City Commission is not interested in reviewing history, which is why he did not mention the minutiae of the Board’s decision-making process.

Mr. Prizlee began the PowerPoint presentation at 3:43 pm.

It was suggested that the slides be more specific as to the timeline of the progress of the projects.

Mr. Prizlee pointed out that on Slide 6, the east side of A1A is identified; he said it is in the RFQ. At this point, there is no money for it, but it is in the contract so that if they want to do it later, they would not have to begin the process all over again.

Mr. Prizlee mentioned that he would add Open Space to the area shown on Slide 9, and Ms. Jarjura thought it would be good to show the particulars for every public benefit, as it is done for parking.

Regarding Slide 10 (Public Parking Inventory), Mr. Prizlee commented that the numbers for the Aquatics Complex and Sebastian are set although the others are proposed.

Mr. Prizlee did not want to break down the \$4.5 million (Slide 11) for the Las Olas Boulevard Corridor Streetscape Improvements because the estimate is an order of magnitude cost, and the individual estimates were made using programming level numbers.

Chair Deckelbaum asked about the \$4.8 million that was categorized as unfunded (instead of CRA contribution) for the Marina expansion, and Mr. Morris explained that was because no dollars were ever designated for the Marina. He said the same situation applies to the dredging for Marina access. Mr. Morris continued that the City Commission has not given direction for subsidizing the Marina. Chair Deckelbaum felt that the way it was presented in the PowerPoint was pre-supposing that the Marina has a lower priority than the other projects. He felt it guided the answer to the City Commission.

Chair Deckelbaum continued that the CRA contribution is balanced according to Slide 11, but it excludes the Marina.

Ms. Jarjura pointed out that the East Side of Streetscape shows a zero contribution from the CRA. She thought if it was included in the CCNAs, an amount should appear in the "Unfunded" column to explain how much will need to be spent to remove the obstacles. Mr. Morris remarked they are only looking at the projects that the CRA has recommended. Vice Chair Abbate suggested adding "and Current Sources of Funding" to the title of the chart; then under East Side Streetscape, it could say TBD. Vice Chair Abbate pointed out that it is just a point for discussion, not yet cast in stone.

Mr. Morris stated that when they put the chart together, they assumed that the Board was comfortable with subsidizing the parking garage with \$9 million. He said they can change the numbers if the Board does not want to do that.

Chair Deckelbaum suggested presenting the numbers for everything they want to do, show a shortfall, and ask the City Commission for direction in addressing the shortfall. By consensus, the Board agreed to that concept.

Mr. Prizlee favored putting the unfunded projects on a secondary chart.

Discussion ensued about what was in the chart, and Mr. Morris clarified that the projects in the chart are ones that were put into the CCNAs and will be approved for design services at the City Commission meeting on September 17, 2013. Mr. Prizlee stated that the Streetscape improvements were left on the list as a placeholder in case there were any funds still available beyond the priority projects. He stated that since there was not funding identified, he could remove it from the list if requested.

Mr. Matchette observed that the original Sasaki plans had resurfaced on this day, and he thought the presentation was indeed guided. Discussion ensued about what projects were included in the original Sasaki plans.

Ms. Lee said they need to focus on what is best for the beach now and in the future, and not how they got to where they are. She continued that the Marina and the East Side of A1A are both good for the community. She favored the plan of saying what they want now (to the City Commission). When the 30% design numbers are available, they can reevaluate.

Mr. Matchette agreed with Ms. Lee's proposal, but reminded the Board that the Marina was proposed as part of a concept to make the city a world destination. He stated that the Marina is not a park - it is a commercial entity. It either has to support itself or drive revenue to the rest of the Barrier Island that will make it worth subsidizing annually.

Mr. Morris stated they would change the chart, provide the total estimated costs versus total revenues, and \$13 million would likely be left over.

Vice Chair Abbate did not think the Board agreed to the contributions in the CRA column. Mr. Morris thought if they excluded the Las Olas Corridor (because it came in later), it would be right.

Mr. Prizlee emphasized that the purpose of the discussion is to develop the chart with the Board in anticipation of the joint meeting so that it is clear and does not require detailed discussion. Chair Deckelbaum suggested deleting the column "Unfunded," moving those two numbers into the "CRA Contribution" column, plugging in a number for the East Side Streetscape and plugging in an estimate for D.C. Alexander Park. Mr. Prizlee explained that he prepared it the other way around: what was undecided (not voted on) went into "Unfunded."

Discussion continued on how the chart should be organized. Ultimately, it was decided to have one column represent the BRAB/ Commission Joint Priorities (already decided),

and other columns represent new projects and other projects to be considered for CRA funding.

Vice Chair Abbate wondered if contingencies were built into the numbers, and Mr. Prizlee replied there is a 25% - 30% contingency built in.

Ms. Jarjura asked what improvements were included for the East Side Streetscape, and Mr. Prizlee said only the following are included:

- relocate the trees
- put in new trees that are all the same vintage and height
- replace the pavers

Mr. Prizlee pointed out it is a long distance from end to end and from Alhambra to the north there are currently no trees. He said there is also the DOT project north of Sunrise, so the whole East Side would have brand new pavers. The DOT project also includes a new wall. Ms. Lee wondered if DOT could fund the piece beyond the CRA up until Sunrise, and Mr. Prizlee responded that they have been asked to continue the wave wall south of Sunrise to where it meets the existing wall, but the area beyond Sunrise Boulevard is completely out of their scope.

Regarding the dredging, Mr. Prizlee said that if Florida Inland Navigation District (FIND) does not do their dredging of the Intracoastal Waterway, there would be no point to the proposed dredging project because there would be not be any need for a deeper connection.

Chair Deckelbaum confirmed that the Intracoastal dredging is being done by FIND, and there is \$6 million of dredging mitigation to get to Bahia Mar, ISHOF and the Las Olas Marina. He asked Mr. Prizlee for a breakdown of each of those costs.

Mr. Prizlee continued that the dredging for the Las Olas Access and Marina Basin has increased because they have added in the mitigation figures for the sea grass. There is very little sea grass in the basin associated with the Marina, but a lot in the dredging area (the access area).

Mr. Prizlee explained that the Boat Show wants the Aquatics Complex area dredged for the mega yachts. Ms. Lee asked if the dredging would impact the Boat Show. Bob Dean, from the Marine Advisory Board, replied that the dredging should be quick unless they find a lot of rock. He thought they could work around it if they had to. Mr. Dean described the function of FIND.

Referring to the Beach Front Promenade (East Side Improvements - Slide 24), Mr. Prizlee said it would cost about \$1.7 million (within the CRA); to replace only the pavers from Alhambra to Sunrise would cost about \$1 million for 4,800 feet outside of the CRA.

Mr. Prizlee continued to the Sebastian Green Roof Concept, explaining that he just showed a green roof on the west side, but that could be expanded. The green roof could be a concrete deck with trees and landscaping, and would be much more expensive than a garage due to the additional loading requirements. He said it would be around \$2.5 million for that section. Another option would be an overhang trellis, which would cost about \$1.5 million.

Regarding D.C. Alexander Park, Mr. Prizlee showed a sketch from the Sasaki Master Plan (Slide 26) for some ideas. He noted they have not discussed the item in depth. Mr. Morris said the programming cost would depend on the design, and he advocated making the infrastructure as flexible as possible in the design stage in order for it to be multi-functional.

Mr. Schiavone commented that everything so far is beautiful and functional, but he felt the designs lack a “fun” factor. He suggested a state-of-the-art miniature golf course with a marine orientation.

Mr. Mitchell suggested integrating the activities that people come to Fort Lauderdale for, such as paddle boarding and windsurfing. Chair Deckelbaum responded that they cannot put anything like that on the beach under current laws, but could do it on the Intracoastal.

Vice Chair Abbate stated that they have to look at the sites as an integral part of what is around them, and how they will activate what is around them. The focus should be on what they expect from the projects to activate the surroundings.

Ms. Lee relayed that the BID felt there was nothing in the plans that would generate any major economic impact.

Chair Deckelbaum recalled the Board’s earlier conversation about having some family-friendly activities at D.C. Alexander Park.

Ms. Scher said it was important to have the Intracoastal and the ocean coming together as one whole Fort Lauderdale beach; look at the big picture, then decide what goes where.

Mr. Matchette said the Sasaki rendering ties in well to the Promenade idea near the Marina, but also it is family friendly. He asked if there is a prohibition in the park against commercial entities, and it was noted there is. Mr. Prizlee described the deed restriction on the park which prohibits such activity.

Chair Deckelbaum advised the Board that no particular person would have much time to speak at the City Commission meeting.

Chair Deckelbaum opened the floor at 4:51 p.m. to public comment regarding the PowerPoint presentation only.

Jack Newton, from the Venetian Condo, said that the proposed parking decks are going to be “negative revenue generators.” Mr. Newton provided the following figures as explanation: the annual principal and interest is \$583,000; annual operating expenses are \$558,000; and revenue from the garages is \$420,000. Mr. Prizlee noted the numbers are from Mr. Newton and invited him to submit them to staff for review, which he did.

Chair Deckelbaum closed the floor at 4:52 p.m. to public comment.

Mr. Morris asked if the Board wanted him to put the numbers at the end of the presentation so they do not get “bogged down” at the meeting, and the Board was in favor of doing that.

V. Florida Highway Beautification Council Grant Recommendation - Mark Almy, Parks and Recreation Supervisor

Chair Deckelbaum said they would like a letter of support from the Board for their grant application.

Mr. Almy began a PowerPoint presentation at 4:53 p.m. on the Median Beautification Project on A1A from 21 Street to Oakland Park Boulevard. The pictures showed present conditions and their design improvements. He said they are asking FDOT for \$100,000, and they would look for matching funds.

Ms. Lee asked if the area was in the CRA, and Mr. Almy replied negatively, but noted that he needed a letter of support from the Board for the grant application.

Motion by Vice Chair Abbate, seconded by Ms. Lee, to authorize Chair Deckelbaum to write a letter to support the A1A Median project. In a voice vote, the motion passed unanimously.

VI. Communications to the City Commission

None.

VII. Old/New Business

Hearing no further business, Chair Deckelbaum adjourned the meeting at 4:57 p.m.

Beach Redevelopment Board

September 16, 2013

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Attachments:

Draft PowerPoint presentation for the Joint Meeting - Donald Morris

PowerPoint presentation on the A1A Median Beautification Project - Mark Almy