

**DRAFT**  
**BEACH REDEVELOPMENT BOARD**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FL 33301**  
**MONDAY, MARCH 17, 2014 – 2:30 P.M.**

| MEMBERS                           | FEB 2014/JAN 2015 |         |              |         |        |
|-----------------------------------|-------------------|---------|--------------|---------|--------|
|                                   | REGULAR MTGS      |         | SPECIAL MTGS |         |        |
|                                   |                   | Present | Absent       | Present | Absent |
| Anthony Abbate, Chair             | P                 | 2       | 0            | 0       | 0      |
| Ina Lee, Vice Chair               | P                 | 2       | 0            | 0       | 0      |
| Jordana L. Jarjura                | A                 | 0       | 2            | 0       | 0      |
| Dan Matchette (arr. at 2:33 p.m.) | P                 | 2       | 0            | 0       | 0      |
| Melissa Milroy                    | A                 | 1       | 1            | 0       | 0      |
| Judith Scher                      | P                 | 2       | 0            | 0       | 0      |
| Tim Schiavone (arr. at 2:33 p.m.) | P                 | 2       | 0            | 0       | 0      |
| Andy Mitchell, Jr.                | P                 | 2       | 0            | 0       | 0      |
| Shirley Smith                     | P                 | 2       | 0            | 0       | 0      |
| Aiton Yaari                       | P                 | 1       | 1            | 0       | 0      |

**Staff**

Don Morris, Economic Reinvestment Administrator  
 Eileen Furedi, Clerk II  
 Ella Parker, Urban Design and Development Manager  
 Diana Alarcon, Transportation and Mobility Director  
 Jonda Joseph, City Clerk  
 Captain David Wheeler, Fort Lauderdale Police Department  
 Lieutenant Bill Schultz, Police Department  
 Adam Feldman, Senior Code Enforcement Officer  
 Dick Eaton, Senior Code Enforcement Officer  
 Jamie Opperlee, Recording Secretary, Prototype, Inc.

**Guests and Presenters**

Jeff Suiter, EDSA  
 Seth Platt, LSN Partners

**Communications to the City Commission**

None.

**I. Call to Order/Roll Call – Anthony Abbate, Chair**

Chair Abbate 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, February 17, 2014 - Anthony Abbate, Chair**

**Motion** made by Vice Chair Lee, seconded by Mr. Mitchell, to approve the minutes of the February 17, 2014, meeting as presented. In a voice vote, the motion passed unanimously.

## **III. Highlights of the Sunshine Law - Jonda Joseph, City Clerk**

Ms. Joseph provided a review of the Sunshine Law requirements and announced a training session to be held March 25, 2014, at City Hall. She distributed copies of a booklet on the Sunshine Law.

[Mr. Schiavone and Mr. Matchette arrived at 2:33 p.m.]

Mr. Morris clarified that if a member of the Board is in a meeting with a fellow Board member where something is discussed that will come to any Board the person serves on, that member cannot participate; he recommended that they leave the room.

## **IV. Police Department Update - Police Department Representative**

Captain Wheeler reported that they started several beach sweeps for alcohol and drugs over the weekend and will continue through the end of Spring Break (March 30). Most of the offenders are locals, not college students on break. He added they are making the rules known to the local beachgoers, especially since Tortuga and Memorial Day weekend are approaching.

It was brought up that tourist families on the beach do not like the police dogs, because it scares the children.

Vice Chair Lee commented that people are still leaving Fat Tuesday's with large drink cups, and no effort is being made to stop them. She also brought up an incident where the police were roughly treating several youths outside of Beach Place. Captain Wheeler stated that he discussed the drink situation with security at Beach Place.

Captain Wheeler described the police response to a brawl that occurred a few weeks prior, noting that they responded quickly en masse. He reported that two people were fighting, and the rest were spectators.

Discussion ensued about the bad atmosphere at the beach due to the type of people there, with several Board members expressing concern for their safety.

Items of concern that were discussed included the following:

- Overflowing trash containers on the beach
- Areas with no beach attendants
- Tourists leave hotels because of the beach
- “Derelicts” walking around the central beach area
- People sleeping on the walkway
- The locals are the problem
- A strong message needs to be sent to the public (public education campaign)
- If possible, keep dogs out of sight until they are needed
- How to maintain a fun atmosphere while controlling the bad element
- Need a crowd management plan
- Techniques are needed to respond discreetly to incidents
- Garbage management

Chair Abbate suggested a separate workshop with police and other pertinent personnel, such as the Parks Department, to discuss the issues.

Mr. Schiavone stated that the signs at the end of 17 Street, such as “No alcohol on beach,” are embarrassing and a turn-off for tourists. He thought there was a better way to put the message across.

Mr. Morris recommended finding out what is being done before forming opinions on how the beach situation should be handled. Mr. Schiavone suggested that someone from the Board meet with the City Manager to discuss the issues and the best course of action. Mr. Abbate appointed Mr. Schiavone to attend the meeting to discuss the following issues:

- Crowd management
- Public education campaign
- Techniques for discreet response
- Garbage management
- Drug issues

Captain Wheeler remarked he would like to participate in the meeting, and Mr. Morris said he will set it up. A representative from the Parks and Recreation Department will also be included.

#### **V. Brief Beach Tour Follow-up - Donald Morris, Economic Reinvestment Administrator**

Mr. Morris said that most of the comments received on the tour concerned the projects the CRA is planning to do. He suggested forwarding comments to the EDSA project

manager, and then have a special meeting to discuss the results. Chair Abbate felt that would be helpful and suggested that the design consultants use their suggestions as a “friendly checklist” to refer to during planning.

Vice Chair Lee emphasized that they need to know what kind of activities and experience they want on the beach as a whole. Mr. Morris pointed out that EDSA is the prime contractor on the Las Olas Corridor and also the sub-contractor on the A1A. Chair Abbate recalled that many suggestions referred to the pedestrian experience, and he asked that that be kept in mind. Some design thread is needed to tie together the pedestrian experience between the Intracoastal and the beach.

Chair Abbate pointed out that this Board recommends the programs and the City Commission approves them, not the designer. The designs, therefore, have to be flexible and open to a variety of uses.

There was a brief discussion about the need for parking garages.

Mr. Morris reiterated the necessity for a special meeting to discuss priorities with the consultants and forward them to the City Commission. Discussion ensued about the perceived lack of progress on the projects; Mr. Morris said that the process is working and that the projects are not the problem -- they need to “connect the dots” to tie them all together.

Mr. Matchette lamented that the Board has become a funding entity and has not made any measurable progress.

## **VI. Discussion of Signage Enforcement on the Beach - Code Enforcement Representative**

Adam Feldman introduced himself and Dick Eaton, both Senior Code Enforcement Officers. Mr. Feldman reported they have been tasked to address the sandwich, sidewalk, and snipe sign issues on the beach from aesthetic and safety standpoints.

Mr. Eaton stated that they walked the area from the Yankee Clipper to Sunrise Boulevard, explaining violations and distributing copies of the ordinances. The business owners had 48 hours to address the violations; after three days, the officers returned and issued citations if necessary. He distributed before and after photos, which showed major improvement.

Mr. Yaari wondered why the inspections are happening at this time of year when the businesses are the busiest and also why the beach is being singled out, when the same signage is seen in other parts of the cities. Mr. Eaton responded that part of the reason they are out now is because of Spring Break and increased numbers of pedestrians. They have had various complaints related to pedestrian safety. Mr. Feldman said they

hear the same arguments no matter what the season. Regarding the other areas, Mr. Feldman said they would concentrate on Las Olas and other commercial areas.

Mr. Eaton reminded the Board that businesses can get permits for sandwich board signs.

If anyone sees a trip hazard, they should send a report to Mr. Morris for forwarding, even if the property belongs to the City (such as palms growing up through sidewalk grates).

## **VII. Discussion of the Development Review Process/Beach Projects - Ella Parker, Urban Design and Development Manager**

Ms. Parker advised that the Central Beach Master Plan project was recently re-initiated, starting with a community workshop in the North Beach village. The original Central Beach Master Plan resulted in the on-going and planned public realm improvements, but was never finalized with regard to private redevelopment and the guidelines that drive building and streetscape design standards.

Ms. Parker distributed copies of a presentation that was made at the North Beach Village workshop, and also distributed copies of survey results from that meeting.

Ms. Parker continued that staff is releasing a request for proposals that will finalize the master plan design standards and codify them. The consultant's work will also focus on the North Beach Village in terms of identifying public realm improvements, connectivity of streetscapes, and tying that to capital improvement funding and strategies.

Ms. Parker stated that the whole process including Planning and Zoning and the City Commission approval is anticipated to take 10 months, and code amendments to occur immediately after, with short term ones within. Chair Abbate wondered how that might impact the project for DC Alexander Park, and Ms. Parker responded that she would not know if the project would be compliant as to specific design standards until the plan is adopted. She reminded the Board that with the development of the original plan, there were a variety of interests and it was difficult achieving consensus amongst various parties. However, the plan is successful in that it has already resulted in many public realm improvements, and the work that remains will focus on setting design standards and identifying short and long term improvements.

Regarding existing developments that have been approved, Mr. Morris commented that they ask the developer to incorporate many elements that were discussed, but sometimes it is not possible for them to follow through without repeating the design process.

Vice Chair Lee asked if a master plan will be implemented for the whole beach. Ms. Parker replied affirmatively, but noted that the manner of obtaining public input may be

different than what was used for the North Beach. When asked, she responded that a 3-d modeling has not been done for entire beach.

Mr. Yaari pointed out that a “lot of projects” are sitting idle, holding up the trips to the Barrier Island. Ms. Parker commented that a big part of the situation is beach trips based on vehicles now, and offering multi-modal transportation for the future. Mr. Morris reported that an internal City beach team meets monthly to discuss the beach projects.

#### **VIII. Discussion of SR A1A and Transportation-Related Initiatives on the Beach - Diana Alarcon, Transportation and Mobility Director**

Ms. Alarcon reported that the Las Olas Bridge is close to being finished; there will be a closing of the Sunrise Bridge until after Easter. The Sunrise Bridge is also currently under construction, and that accounts for the closing of Northeast 20 Street. They are exploring ways to facilitate a turn-around for traffic in the median, but it cannot be done now because of temporary construction barriers.

Ms. Alarcon continued there will be a great deal of construction in the City over the next five years, and the finished product will be “gorgeous.” She said she will do her best to minimize the impact of construction on traffic and businesses.

Ms. Alarcon stated that the A1A project from Sunrise Boulevard to 18 Street will begin in August; an open house will be held on April 9 at the Beach Community Center. This project will have a gateway entrance at Sunrise Boulevard, similar to the one at Las Olas. Ms. Alarcon continued there will be a 10-foot minimum pedestrian path throughout the whole corridor. Starting at 9 Street and going halfway through Birch Park, the Fish and Wildlife and EPA have allowed the path to extend three feet into the sand.

Ms. Alarcon continued that the project will be \$8.8 million and will be one lane north and one lane south, opening up in front of the park to four lanes. On-street parking will be on the east side along the corridor, but only on the west side by the park. The promenade will open up to 17 feet at the northern end. Ms. Alarcon described the streetscape changes, noting it will start at the Bonnet House property line and continue to 18 Street.

Ms. Alarcon said the resurfacing/rehabilitation/remilling of A1A is ongoing, starting at Mercedes River and going up to Sunrise Boulevard. She noted they were successful obtaining a Transportation Design for Livable Communities (TDLC) from FDOT to move the streetscape for the entire corridor. Ms. Alarcon showed a diagram of the changes. She stated they are making the crosswalks more distinctive, per their arrangement with FDOT. The bicycle lane in the CRA will be incorporated on the roadway all the way to the north end.

Ms. Alarcon stated they are working on a grant that is due in April that will fund the impediment removal from the sidewalk between Alhambra to the Bonnet House, so the trees would line the street. She noted that 5th Street was made one-way to move traffic. It will become two-way again when the garage is completed and a signal is installed.

Ms. Alarcon stated there was a plan for parking between Alhambra and the end of the beach.

Ms. Alarcon also shared that they are working with FDOT to dedicate two lanes for a left turn from A1A onto Sunrise Boulevard in order to reduce traffic congestion at peak times. She added that she is promoting universal signage to help international visitors.

Mr. Mitchell spoke favorably about the wave wall, and Ms. Alarcon said it will continue all the way north.

Ms. Alarcon said the signs for the Wayfinding program are now under fabrication.

#### **IX. DC Alexander Park Concept Plans - Jeff Suiter, EDSA**

Mr. Morris remarked that Mr. Suiter has been working with staff, and the Parks and Recreation Board gave a unanimous recommendation to his design. Comments received at this meeting will be taken to the Central Beach Alliance meeting on April 2.

Mr. Suiter stated that, probably within 30 days, they will be integrating the various ideas and “connecting the dots” to make sure the project happens correctly. The internal kick-off for the Las Olas project will occur on the next day, and they will return to this Board with an overview.

Regarding DC Alexander Park, Mr. Suiter said they have a contract for a concept for programming. Once the idea is approved, it will go “onto the street” for design. Some of the ideas that they heard from talking to people are:

- It is the southern gateway to the beach
- Front door to the ISHOF
- Connector between the Intracoastal on the southern end to the beach
- Sustainable and green
- LEED certification at the highest possible level

Mr. Suiter showed renderings of the site, and noted that they want to create an inviting space in keeping with the master plan. He continued they want to plan a site that is family oriented and kid-friendly. Some of his goals are:

- Move parking out of the park
- Need to create connectivity on the northern portion from the new aquatics center to the beach (walkway with a minimum width of 12 - 15 feet)
- Tie in with businesses

- Water component for people and families
- Walls will have an open, transparent effect
- Safety at the crosswalks
- Kiosks at the corner with seating areas and charging stations (for phones)
- Public restrooms
- B-Cycle rental station and bike racks
- One-way street will become two-way with parking
- Improvements to road surface, perhaps using pavers
- Family oriented, with interactive water feature
- Event lawn for concerts, art shows etc., show movies on a sail
- Accommodating infrastructure for events
- Kinetic structure
- Solar grids
- Synthetic lawns?
- Accessibility all around the park
- Proper placement of garages to get cars off the road and into a parking garage
- Implanting neighborhood logos onto bricks/pavers

Mr. Suiter showed renderings of items such as the kiosks, benches, shade structures, charging stations, shade sails, etc.

Mr. Suiter reported they have talked with property owners to the south regarding connectivity to their buildings.

Mr. Morris directed the Board's attention to the budget in their backup materials, noting that the City Commission had concerns with it. Mr. Suiter commented they had had a more conservative budget but added possible items in with the knowledge it was high. He was confident they could scale down certain items.

Vice Chair Lee wanted the space to be utilized as a flex space. She repeated an idea from a BID member that was to design the four corners area so it would be easy to put up a large tent. Vice Chair Lee wondered what the capacity would be for a smaller concert, and where the stage could go. Mr. Suiter said the average square footage for a general admission concert is seven square feet per person (packed in) - ten square feet per person would be more comfortable; he said the site is slightly more than one acre. He described some designs they might consider.

Mr. Suiter recommended caution when contracting with a company to set up tents and sleeves for the tents. He wanted to keep the space as open as possible.

Mr. Suiter recalled a suggestion made by a resident to have a water slide, but he felt that was more the purview of a private company; he thought an interactive water feature would be more suitable.



Mr. Barnett recommended setting it up so an outside promoter would be able to easily understand the costs of doing an event and the layout there without going through the City. Mr. Suiter acknowledged that would be a good idea, and it would be up to this Board and the City to set that up.

If needed or requested, Mr. Suiter remarked they can scale back the hard surface.

Vice Chair Lee made the following points:

- Entrance to the beach - make it "alive" with some exciting feature
- People want art shows, music, farmers' markets, car shows, etc.
- Appeal to the adults without children as well as families
- Make sure to include infrastructure for events

Mr. Matchette brought up the impact of the deed restrictions. Mr. Morris responded that the restrictions are on the southern half of the park and do not allow a permanent commercial use, such as tables in the park for patrons to be served by an adjacent restaurant. He clarified that people could take their food to a table, however. Mr. Morris said that the programming in this park would be more dynamic than that in other parks.

Chair Abbate was concerned about the quality of the evening experience - he thought the shadow of the sail would create a dark area at night for people walking from the parking garage to a restaurant. Chair Abbate felt they had to take into account the peripheral condition at the site. In addition, he thought the design was mediocre - something extraordinary is needed. Mr. Suiter noted a lot of money is being spent on infrastructure at the site.

Mr. Morris reported that the City Commission is concerned with how much the project will cost. He agreed the site needs to be designed to be world class, but they need to be cognizant of how much it would cost. Looking at all the projects combined, they will not know how much is going to be spent overall, and what might be available (left over) for DC Alexander Park.

The idea was raised of calling the site something other than DC Alexander Park and having a corporate sponsor.

Mr. Morris stated that the Parks and Recreation Board has approved the concept, but they are concerned about uses of the green space.

Mr. Yaari announced he will be putting in an application for a hotel across the street from the site.

Chair Abbate suggested that when refining the ideas for the park, they must consider what is around the park and aspects such as the noise level.

Mr. Morris recommended having an Aquatics representative attend a meeting before moving on to the City Commission.

Mr. Morris explained there are regulations for raising the finished floor above a certain level due to the Coastal Construction Control Line. A brief discussion ensued about ways to design around the rules.

Mr. Morris suggested postponing the meeting with the Central Beach Alliance until this Board has had the opportunity to discuss the plans further. He also advised the Board to use EDSA's time as efficiently as possible.

**X. Communications to the City Commission - None.**

**XI. Old/New Business**

- **Setting Special Meeting Date to Discuss Beach Master Plan Projects - Donald Morris, Economic Reinvestment Administrator**

Mr. Morris distributed a schedule of possible meeting dates for the Board's feedback.

[Chair Abbate left the room and handed the gavel to Vice Chair Lee.]

Vice Chair Lee spoke about the Ambassadors Program at Palm Beach and wondered if the CRA and BID could possibly share funding for such a program in Fort Lauderdale. Mr. Morris said he would check with the Legal Department about that. He also suggested having a presentation on it to this Board and to the BID, and if appropriate, send a Communication to the City Commission recommending the program.

Mr. Morris received and distributed a letter from an individual regarding matters related to her concerns about the beach. He said he will send an email response to her.

[Chair Abbate returned and Vice Chair Lee gave the gavel back to him.]

Upon motion duly made and seconded, Chair Abbate adjourned the meeting at 5:00 p.m.

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

Attachments:

Sunshine Law materials - Ms. Joseph  
Photos of signs on the beach - Mr. Eaton  
Presentation made at North Beach Village Workshop - Ms. Parker  
Diagram of changes for A1A - Ms. Alarcon  
Renderings of design for DC Alexander Park - Mr. Suite  
Renderings of structures such as kiosks - Mr. Suite  
Schedule of possible special meeting dates - Mr. Morris

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Letter from resident re: beach concerns - Mr. Morris