

APPROVED
WORKSHOP MEETING MINUTES
MIDDLE RIVER SOUTH MIDDLE RIVER SUNRISE BOULEVARD
REDEVELOPMENT ADVISORY BOARD
CITY OF FORT LAUDERDALE
FIRE STATION 22
2002 NE 16TH STREET
SATURDAY FEBRUARY 9, 2013 - 9:00 AM

Board Members

Katharine Barry
Laura Croscenco
Shannon C Harmerling, Vice Chair
Christine Jones
Richard Gibson
Randall Klett, Chair
Thomas A. Maleta
Michael J Vonder Meulen
Tim Smith
Ray Thrower
Ronald Weinbaum

At this time there are 11 appointed members to the Board, 6 members in attendance constitute a quorum.

Staff

Alfred Battle, Jr. Economic & Community Reinvestment Manager
Karen Reese, Economic Development Representative
Randall Robinson, Planning
Bob Wojcik, Planner III, ECR
Sandra A. Doughlin, Clerk III, ECR

Communication to the City Commission

There was none.

I. Call to Order & Determination of Quorum

Meeting was called to order and 9:30 a.m. It was noted that a quorum was present.

II. Staff Presentation

Section 5 of the Redevelopment Plan

Al Battle explained that the focus of the workshop was to discuss Section 5 of the Redevelopment Plan; Design Guidelines and Façade Treatment Program.

Economic Development Strategy

Marketing

Incentive package – For example, a façade improvement program which can be used along the 13th street corridor and other commercial corridors within the CRA.

Newsletter

Online content

Facebook

Twitter

Funding opportunities were discussed. Low cost, efficient, low hanging fruit. Members were able to see land use and zoning maps.

Land use for development was also discussed, including change of use and zoning issues.

Development pattern should be more focused with the emphasis on commercial development.

Members discussed signage criteria and the inflexibility of city regarding Planning and Zoning issues.

Member Smith suggested using Wilton Manors as an example; targeting a specific group or groups of businesses for small business recruitment.

The following were also discussed:

Sign design flexibility

Business development flexibility

Flexible and affordable

Marketing should be targeted to businesses in the Wilton Manor area

Chamber of Commerce

Specific and strategic to the existing gay and lesbian community

Slogan “How can We Help? We are here to Help. Flexible and affordable”

The board noted that the area has no amenities and that there is a need for grocery store, drug store, book store, coffee shop, financial services, dry cleaners, bakery, art gallery, pub, restaurant. Fast food; a franchise restaurant was also discussed.

Also discussed were the following:

Recruitment and Retention

Capital Improvement/marketing strategies schedule

1. Destination restaurant
2. Coffee shop/bakery
3. Dry Cleaner
4. Pub (neighborhood bar with food)
5. Franchise Restaurant
6. Financial services
7. Pharmacy
8. Art Gallery

Member Smith asked about borrowing from “expected TIF revenue”

Randall Robinson, planning department spoke about issues pertaining to planning and land use.

Zoning and Planning Issues:

Local Activity Center
New Zoning District
Land Use Amendment
Transit oriented development/corridor

Mr. Battle talked about how Community Development Block Grant (CDBG) funds might be a funding source for a façade improvement program.

Signage guidelines for all Regional Activity Centers (RAC) could be addressed in house using the Downtown Master Plan, as a guide, were also discussed.

Member Jones voiced her concern about the possible relocation of residents so that the new CRA can have their properties. Using a wall to separate business zoning districts from residential zoning districts was also discussed.

There being no further business, the meeting adjourned at 12:05 pm.