

**City of Fort Lauderdale City Commission  
Broward County Commission  
Workshop—Downtown Development Campus**

**FEBRUARY 17, 2005  
2:00 P.M.**

Present: Broward County Mayor Kristin Jacobs, Chair  
Broward County Commissioner Josephus Eggeleton, Jr.  
Broward County Commissioner Ben Graber  
Broward County Commissioner Sue Gunzburger  
Broward County Commissioner Ilene Lieberman  
Broward County Commissioner James A. Scott  
Broward County Commissioner Diana Wasserman-Rubin  
Broward County Commissioner Lois Wexler

Mayor Jim Naugle, City of Fort Lauderdale  
Vice Mayor Dean J. Trantalis, City of Fort Lauderdale  
Commissioner Christine Teel, City of Fort Lauderdale  
Commissioner Carlton B. Moore, City of Fort Lauderdale

Also Present: Roger Desjarlais, County Administrator  
George Gretsas, City Manager, City of Fort Lauderdale  
Harry Stewart, City Attorney, City of Fort Lauderdale  
Sharon Cruz, Interim Broward County Attorney  
Patricia Collins, Recording Secretary, Broward County  
Jonda K. Joseph, City Clerk, City of Fort Lauderdale

A workshop of the City of Fort Lauderdale Commission and Broward County Board of County Commissioners was held on Thursday, February 17, 2005 at 2 p.m. in Room 430 of the Broward County Governmental Center, Fort Lauderdale, Florida.

**CALL TO ORDER**

Mayor Kristin Jacobs called the workshop to order and announced that City Commissioner Cindi Hutchinson and County Commissioner John Rodstrom were unable to attend.

**WELCOME AND INTRODUCTIONS**

The Chair welcomed everyone, and opened by noting that the City of Fort Lauderdale and Broward County have a common vision for the future of the downtown area, and that this day's workshop presents an opportunity for the two to discuss those possibilities. She invited everyone to introduce themselves, then introduced County Administrator Roger Desjarlais for a presentation on the County's preliminary vision for a Downtown Campus.

Presentation Highlights for both Broward County Administrator Roger Desjarlais

and City Manager George Gretsas were combined into one document and are attached to these minutes.

### **Consultant**

Mr. Gretsas said that the City study is expected to cost between \$225,000 and \$300,000. The City is asking the County to participate in the cost equally. They would like to get started quickly as the study is expected to take between six and eight months, and the County process will take a little longer.

Mr. Desjarlais explained the County's position with regard to the 50-50 split. Should the City make application for funding under the guidelines of the spending resolution for the redevelopment investment fund, staff would look favorably upon it. He believed the amount is \$150,000, and that would come to the Board of County Commissioners for approval.

### **Discussion**

The Chair opened the floor to questions.

Mayor Naugle recognized members of the Downtown Development Authority who are in the audience, and expressed pleasure that the County and City are eager to work together.

Vice Mayor Graber cautioned that the County and City not duplicate efforts with individual studies. Mr. Gretsas explained that the City study would seek a specific blueprint for what the area should be in terms of cross-sections, streetscapes, placement of buildings, and the leveraging of properties, and incorporating them into the County's plan, so that, upon completion, the document, approved by the Commission, could serve as a framework with which to move forward. He clarified that the City study would look at the whole picture.

Vice Mayor Graber noted that the County has not yet arrived at a conclusion from the consultant study. Mr. Gretsas felt the City is trying to add the detail to the study, basic questions as to where things should be, and incorporating city properties. Mr. Desjarlais indicated such a study will help guide on policymaking decisions that must be made by both entities.

Commissioner Moore indicated that he is not familiar with the study and wanted to discuss the projected development first.

Commissioner Wexler suggested the County and City do this together and avoid duplication. Mr. Gretsas indicated the question comes down to who has supervisory authority over the consultant and that is the reason for dual consultancy. The dual consultants would work together. It is better to do it up

front.

Mr. Desjarlais provided some history on the matter.

Vice Mayor Trantalis said that the City would first need to decide what it wants, since they are not yet on record as having said they want a new City Hall, or to develop their downtown properties. If the City decides it wants to move forward, it would need to address the issue of participation with a private developer, a concept with which he is not comfortable. He said that, from a philosophical point of view, private enterprise and government do not mix well, as the private sector is looking for profit and the public sector has other goals. He agreed that the City needs a new City Hall, and he is in favor of creating a government campus to include City as well as County functions. He was glad to hear the County is considering alternatives to partnering with private enterprise. He was in favor of the study, and that the City Commission would first have to discuss everything and come back with some decisions before further steps could be taken.

Commissioner Lieberman noted that the County is about a year ahead of the City in the planning process, and that the City would have to explore the same avenues the County had, including dealing with specific issues. She would support funding for the City to do this, with the expectation that the two consultants would not, ultimately, be widely divergent in their views. She requested that the City expedite the study process as she was anxious to see the County and City arrive at a point where they could pool their resources and, rather than rely on separate consultants, utilize one entity and have equal participation, thereby moving the project forward as a collaborative project.

Commissioner Teel expressed her support for the County and City working together, and thought the project could be a shining example for the rest of the country of what can happen when a county and city work together. She felt it is possible to get the consultants to work together. A new City Hall is needed, and melded facilities for the city and county government.

Commissioner Gunzburger was not sure if the project would end up being a public/private partnership; a path has not yet been chosen; it is just a beginning. She said the County would happily share copies of their report, as it would save the City the expense of duplicating the data collection effort. She was hopeful that, as the City and County work through the process together, many details like permitting could be ironed out early, so the two could help each other through the construction phase as well.

Commissioner Scott hoped the City would join enthusiastically in being a catalyst to make the project happen. He was excited about the opportunity and thought it would be a tremendous boost for the County.

Mayor Naugle noted that there seems to be a lot of agreement on many things, and suggested that, if Mr. Desjarlais and Mr. Gretsas agree that two consultants could work together, his recommendation would be to proceed that way.

Commissioner Wasserman-Rubin expressed confidence that the County and City could become a role model in their combined efforts. While her initial reaction had been that it would be difficult to get two consultants to compromise and work together, she was comfortable with the recommendation of the City and County administrators to go that way if they feel they can make it work.

Commissioner Eggelletion thought the most critical issue would be keeping the project on track as the project would take place over a period of time that would see several elected bodies of government. As far as having two consultants work together, he said it is a small issue to overcome. With respect to private enterprise, he was conservative about spending taxpayer dollars, and thought a project so ambitious could not be accomplished by using only government dollars. His concern is that, for the taxpayer, it might be too large a burden and that, over time, they might start to pull back. He felt the downtown campus is a great opportunity and that, as elected officials, the commissions would have to make responsible decisions with regard to the taxpayer burden. Governmental officials have to make the right decisions for the downtown's future.

Vice Mayor Graber expressed concern that if the City and County are not on the same page, there is a possibility that nothing would get done. He recommended that the City and County throw out the initial report, get a policy position from each board, vote on it, and hire a joint consultant to come forward with a combined plan. He said some issues would have to be ironed out, such as public/private partnerships, before he would support another study.

Mayor Naugle supported the City Manager's idea of using two consultants. He noted that the City and County are different, and that this would allow them to do some things in a coordinated manner, though not necessarily everything. He cautioned that the City and County do not necessarily mix that well, and that trying to totally coordinate all efforts could pose too big of a challenge.

The Chair reiterated the importance of the County and City working together. Although the City has a master plan, it has no large project coming out of the ground, other than what the County wants to do. This is a chance to marry the two. It is too early for anyone to take a policy position as there were many options to consider. The City and County could do some land swaps. She wanted to see the County Administrator and City Manager move forward with a plan articulating how consultants would be utilized, but added that she also has concerns about dual track consultants for an extended period of time. She asked for an outline or scope of services indicating at what point the City and County



would merge ideas and begin using one consultant. She directed Mr. Desjarlais, in cooperation with Mr. Gretsas, to bring back a recommendation, and within two weeks be ready to set a date for the two boards to reconvene.

With consensus from the two boards to proceed, the Chair suggested the next joint meeting be held at the City of Fort Lauderdale.

### **ADJOURNMENT**

Mayor Jacobs adjourned the workshop at 3:40 p.m.

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**BROWARD COUNTY COMMISSION/CITY WORKSHOP**  
**DOWNTOWN**  
**REDEVELOPMENT CAMPUS**

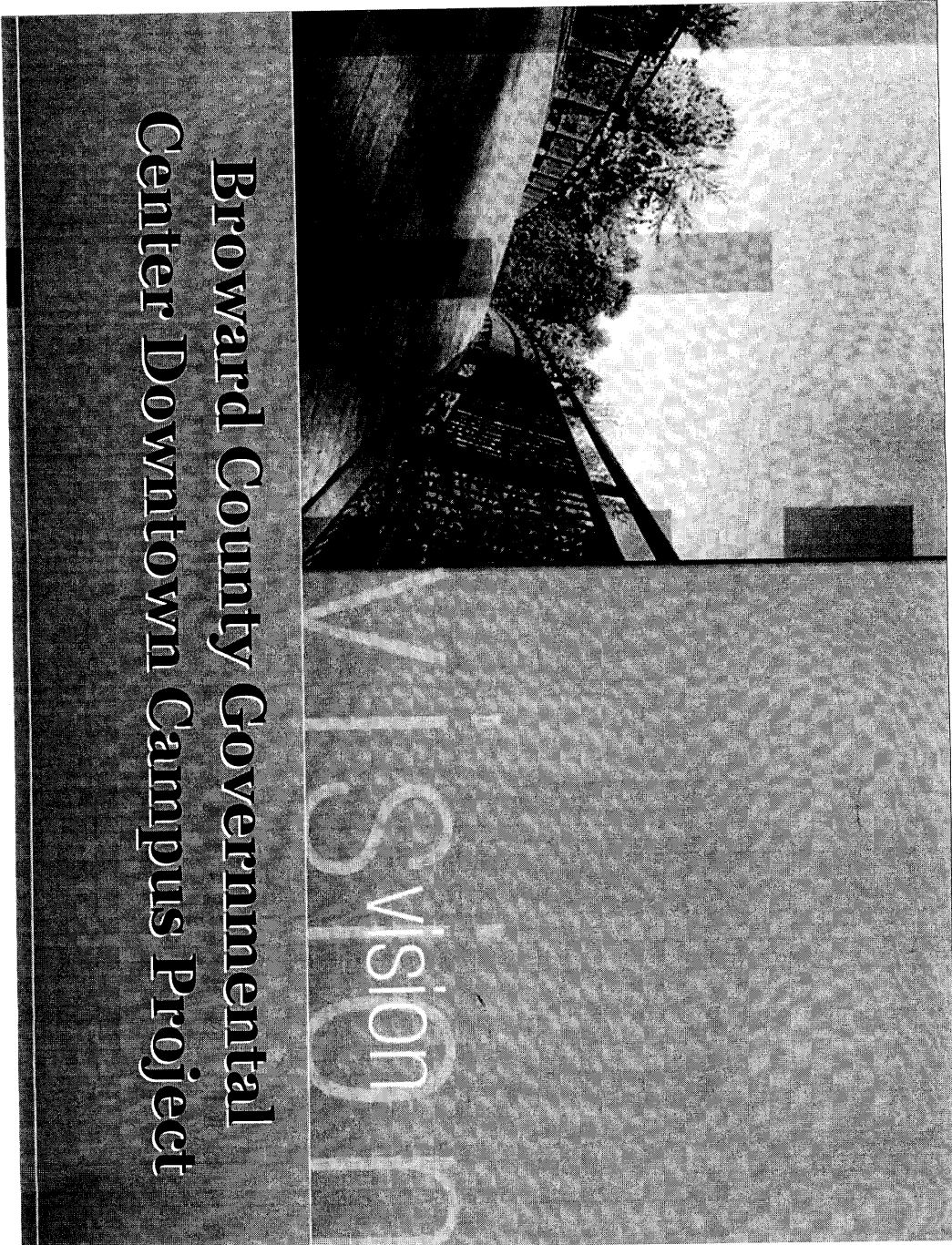
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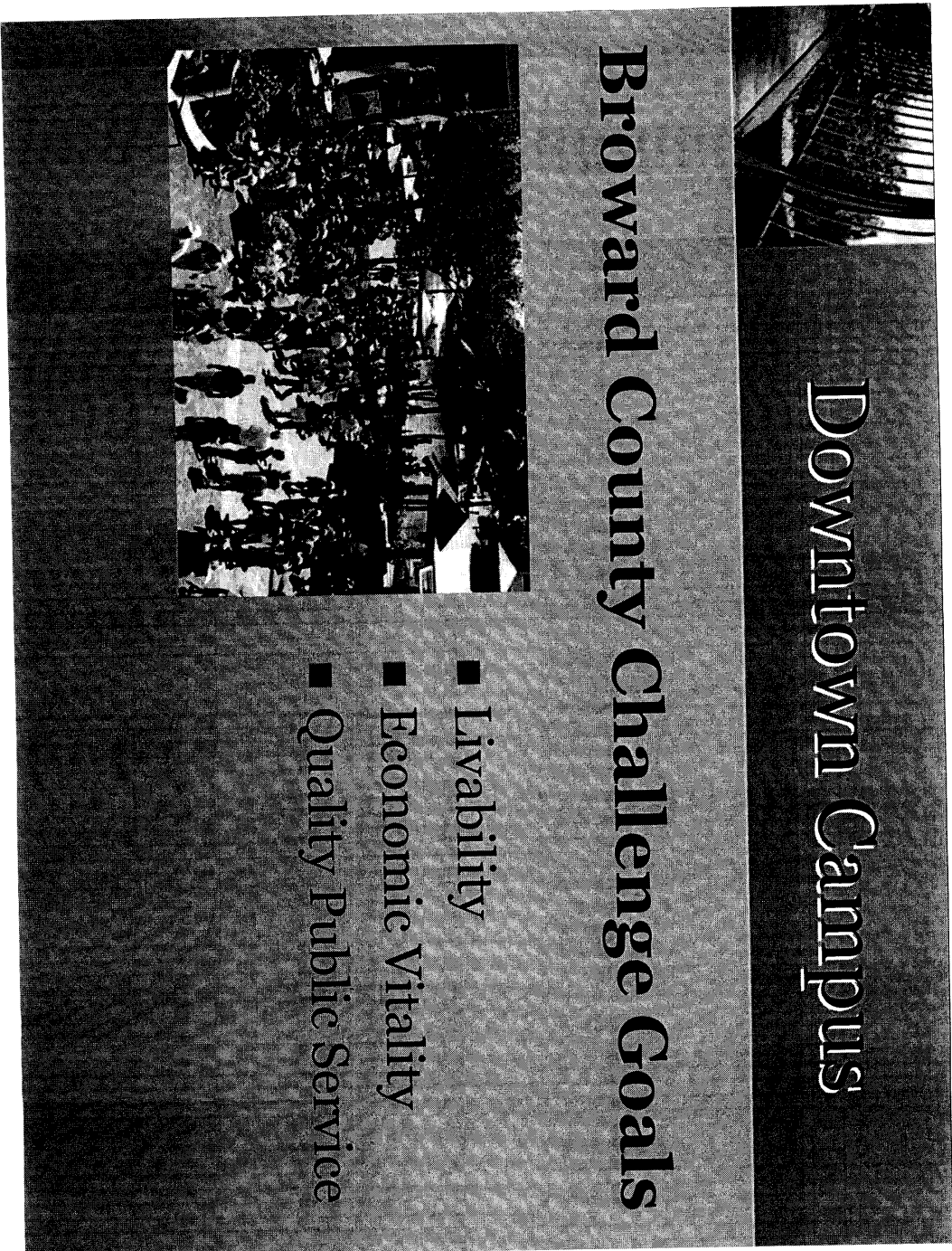
**SIGN-IN SHEET**

PLEASE PRINT CLEARLY

NAME/TITLE	ORGANIZATION	TELEPHONE
<del>WALTER LUCIO</del>	<del>COUNTY CITY'S OFF</del>	<del>954-357-7600</del>
<del>ROSE HERNANDEZ</del>	<del>COUNTY ADMINISTRATION</del>	<del>357-7864</del>
<del>Benee Farmer</del>	<del>PUBLIC + Governmental</del>	<del>357-7579</del>
<del>Patricia Wenz</del>	<del>Management Efficiency</del>	<del>954-357-8890</del>
<del>Jamarc Stacy</del>	<del>Management Efficiency</del>	<del>554-572-1901</del>
<del>Kathleen Gunn</del>	<del>City of Ft. Lauderdale</del>	<del>954-828-5222</del>
<del>Celene Bruce</del>	<del>Mary's Office</del>	<del>9-357-7000</del>
<del>EVAN A. LUKIC</del>	<del>BACC</del>	<del>954-357-7510</del>
<del>Wayne Jessup</del>	<del>City of Ft. Lauderdale</del>	<del>954-828-4346</del>
<del>Marc LaFerrier</del>	<del>City of Ft L</del>	<del>954 828-5261</del>

PLEASE RETURN TO RECORDING SECRETARY AT END OF MEETING  
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**Downtown Campus**

**Broward County Challenge Goals**

- Livability
- Economic Vitality
- Quality Public Service

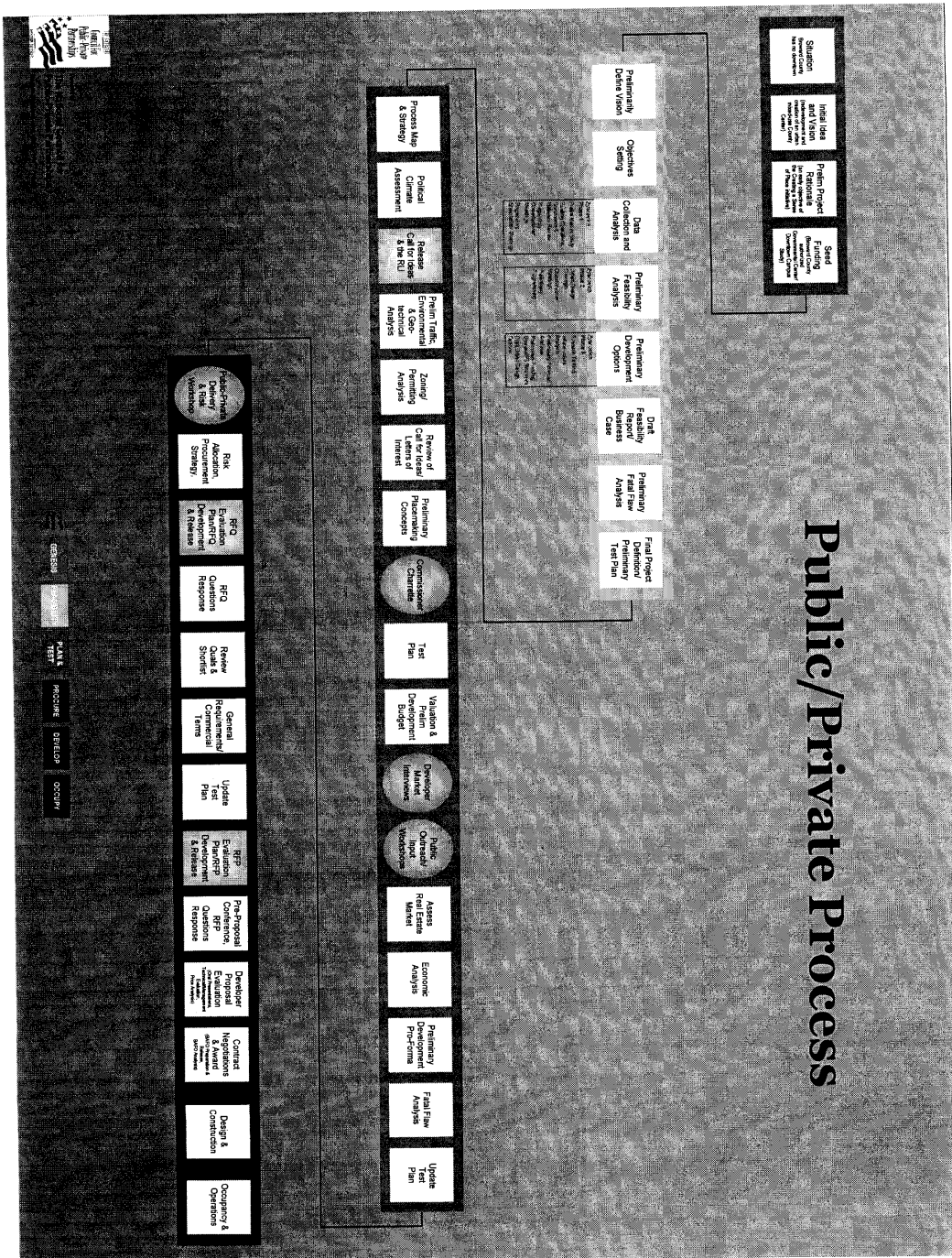


## Downtown Campus

### **What has been accomplished...**

- Stakeholder meetings
- Market study
- Financial Feasibility Analysis
- Issued RLI for P3 Consultant/Advisor
- Selection and/or Negotiation Committee







## Downtown Campus

### Project Goals/County Objectives

- Leadership
- Investing in redevelopment
- Signature architecture
- Model for redevelopment

## Downtown Campus


**Elements of the Fort Lauderdale Master Plan Vision:**

- A green Downtown, lushly landscaped
- Housing for many types of families and people of different income

**Project Attributes defined by Broward County:**

- Green space
- Workforce Housing





# Downtown Campus

## Elements of the Fort Lauderdale Master Plan Vision:

- A great place to walk
- Transit such as buses, circulators, or trolleys, and also bicycles
- Vibrant mixed-use Downtown

## Project Attributes defined by Broward County:

- Pedestrian Friendly
- Transit Connections
- Urban Design



## Downtown Campus

### **Why a new government center?**

- Based on the current footprint any scenario would include the demolition of the current Broward County building
- Obsolete Building
- Renovation is not the best option
- Costly & Inefficient

# Downtown Campus

## Potential Benefits to Broward County (REMI)

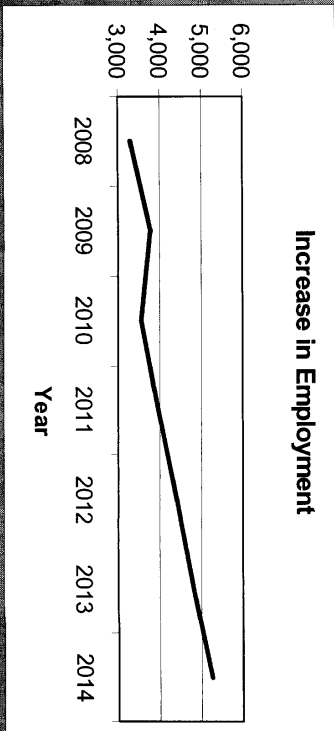
Increased GRP

\$91 million annually in new GRP generated

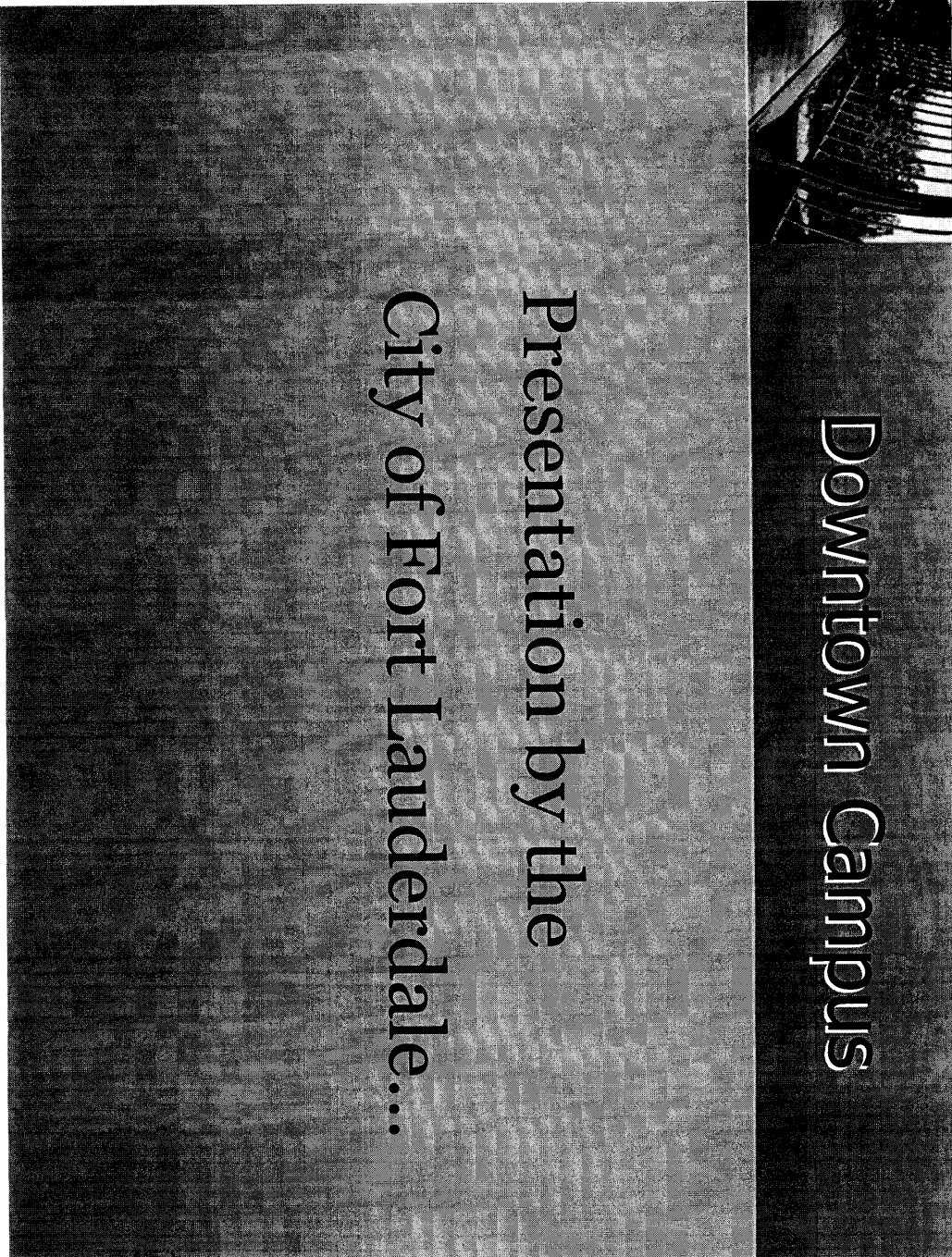
Increase in Taxable Sales

\$7.5 million generated by residential component of Downtown Campus

3,300 new jobs created (construction & permanent)









## Downtown Campus




### Issues of Mutual Concern

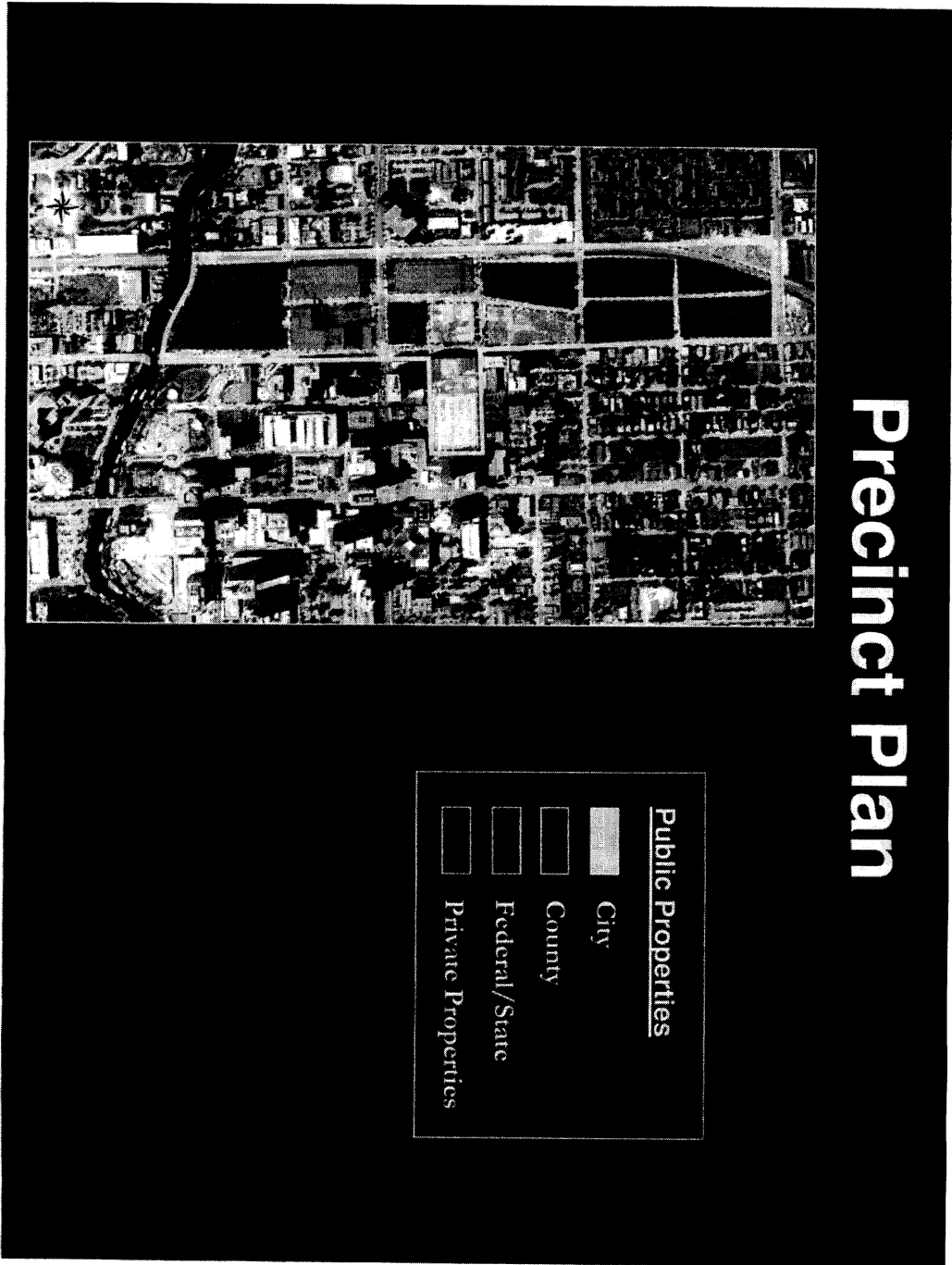
- New County Government Center
- New City Hall
- Future Use Public Property
- Future of Downtown

# Broward County “Downtown Campus Study Area”



**Property Ownership**

	City
	County
	Private Properties











## Next Steps

- **County Consultant**
- **City Consultant**
  - Framework for Future Development
  - Streetscapes and Cross Sections
  - Parks
  - Parking Garages
  - Types and Sizes of Buildings
  - Funding Analysis/Strategy for the New City Hall
  - General Analysis of Impact and Mitigation