

**APPROVED MINUTES  
 NORTHWEST PROGRESSO – FLAGLER HEIGHTS  
 REDEVELOPMENT ADVISORY BOARD  
 FORT LAUDERDALE  
 100 NORTH ANDREWS AVENUE  
 8<sup>th</sup> FLOOR CONFERENCE ROOM  
 MARCH 26, 2014 – 3:30 P.M.**

**Cumulative Attendance**

<u>Members Present</u>	<u>Attendance</u>	<u>May 2013 - April 2014</u>	
		<u>Present</u>	<u>Absent</u>
Steve Lucas, Chair	P	9	0
Ella Phillips, Vice Chair	A	6	2
Jessie Adderley	P	8	1
Sonya Burrows	P	9	0
Ron Centamore	P	8	1
Nate Ernest-Jones (arr. 4:07)	P	8	1
Alan Gabriel	P	5	4
Mickey Hinton (arr. 3:49)	P	5	4
Brice Lambrix (dep. 4:44)	P	5	4
Mark Mattern	P	5	0
Sam Monroe	A	2	6
Julia Parker	A	3	5
Yvonne Sanandres	A	5	3
Scott Strawbridge	P	9	0
John Wilkes (arr. 3:45)	P	6	3

Currently there are 15 appointed members to the Board, which means 8 would constitute a quorum.

It was noted that a quorum was present at the meeting.

**Staff**

Alfred Battle, Economic and Community Reinvestment Manager  
 Sandra Doughlin, Clerk III, DSD/ECR  
 Lisa Edmondson, Recording Secretary, Prototype, Inc.

**Communication to City Commission**

None.

**I. Call to Order / Roll Call**

Chair Lucas called the meeting to order at 3:37 p.m. Roll was called and it was noted a quorum was present.

## **II. Approval of Minutes from February 26, 2014 Meeting**

**Motion** made by Mr. Gabriel, seconded by Ms. Burrows, to approve. In a voice vote, the **motion** passed unanimously.

### **Presentation**

## **III. Flagler Village Project NE 7<sup>th</sup>-8<sup>th</sup> & US1 – Prime Group**

Jorge Cepero, representing the Prime Group, showed a PowerPoint presentation on a project in its initial stages, which will consist of a hotel with apartments and commercial uses in Flagler Village. Meyer Abbo, architect, noted that the development team has discussed moving NE 5<sup>th</sup> Terrace approximately 30 ft. to the west in order to align with other developments in the area.

Mr. Cepero showed a layout of the proposed mixed-use project, including a diagram of its hotel, apartment, and retail spaces. The hotel will consist of approximately 8 stories with 120 guest rooms, and retail will comprise roughly 20,000 sq. ft. of the project. The hotel component is planned for the middle of the development, with 310 apartments in the rear on either side, connected by a parking area with an amenities level. Retail will be located on the first floor of the building.

Mr. Wilkes arrived at 3:45 p.m. and Mr. Hinton arrived at 3:49 p.m.

Mr. Cepero explained that the City is in the process of adopting transit-oriented development (TOD) guidelines, and has recommended that the Prime Group request the Board's endorsement of a 15%-20% parking reduction. Residential units would be allowed one parking space per apartment, with one space per hotel room as well.

The Board members discussed the project's parking plan, which would represent a reduction for all three uses on the property. Approximately 550 spaces will be included in a parking deck, and 30 on-street parallel spaces are planned. They also discussed plans for an urban plaza, which is intended to encourage pedestrian activity and create more open space. The members strongly encouraged providing access for mass transit on the site.

It was also clarified that the Prime Group will maintain ownership and management of the apartments, with the hotel likely under separate ownership and the commercial units to be owned by one of these two entities. A covenant was recommended with regard to the property's parking in order to prevent it from bifurcation among owners at a later date. This would allow for continued shared use of parking, which would make the proposed reduction more successful. The Board concluded that they would like to see the Development Review Committee's (DRC's) comments on the project before making a motion to recommend approval of the parking reduction.

## **Action Items**

### **IV. Funding Request – Sistrunk Community Council**

Dennis Wright, representing the Sistrunk Community Council, showed the Board a PowerPoint presentation on a funding request for various community initiatives and programs. The Sistrunk Community Council consists of home-, property, and business owners, with input from other local organizations, who seek to enhance the Sistrunk area. They hope to highlight and preserve the historical significance of this community.

In order to promote the Sistrunk area as a destination, the Council seeks to continue to develop the area's economic viability and sustainability, as well as its quality of life. Some of the keys to economic empowerment for the Sistrunk community include:

- Infrastructure;
- Beautification and safety;
- Residential improvements;
- Business;
- Community fabric;
- Marketing.

The Council plans to establish a marketing plan for the community as a destination, in addition to the enhancements already made in the area. The marketing plan is intended to support legacy businesses, attract new industry, and improve life for Sistrunk residents, particularly through encouraging and mentoring young people in the community. There is a strong relationship between the community and local government, which will be built upon as part of the plan.

Mr. Wright explained that the Council also plans to market Sistrunk through community wayfinding, special events, and leveraging technology. Wayfinding will highlight the historical components of the neighborhood and provide both cohesion and safety. Technological improvements will include a website for the area, a mobile app for navigation, and mobile advertising for local businesses. Events such as Light Up Sistrunk, as well as economic development events, will strengthen the community's fabric.

Mr. Wright provided budgetary figures for the marketing plan, noting that these may fluctuate depending upon leveraging and other situations. The Council plans to bring in a consultant to assist with branding and signage, which will include seasonal banners as well as historic and wayfinding markers and ongoing maintenance. Lighting and safety improvements will extend from the main Sistrunk corridor into the community's residential areas. The total funding request of the CRA for the marketing plan comes to \$1.3 million over a five-year period.

Sheryl Dickey, also representing the Sistrunk Community Council, advised that individual Council members will invest their own money in special events throughout the community. Mr. Battle clarified that the CRA's funding allocation for events is intended to cover City expenses for large events and to publicize and assist with smaller events as well. He noted that the Council's funding request is intended to enhance their operating budget and cover expenses directly associated with promoting the entire CRA.

It was noted that some of the marketing plans could result in a duplication of services due to their similarity to the Flagler Village Improvement Association's plan. Mr. Battle pointed out that Staff does not recommend providing the Council's full funding request for the first year, as there is already an RFP out for the entire CRA. The expense for the next fiscal year would include a maintenance component for marketing and branding both the Flagler and Sistrunk areas of the CRA. The City would have some control over this contract in order to prevent duplication of services or competition between expenditures for the two areas.

The members discussed the presentation, including the lag time between investment in an area and the visible result of this investment, as well as the \$15 million already invested by the CRA for beautification and infrastructure. The marketing plan was characterized as an essential follow-up in support of this previous investment.

Mr. Battle reviewed the Council's funding request, including how dollars would be divided within the marketing plan. He pointed out that some efforts are already ongoing, which means the funding request could be lower for the current fiscal year but higher in future years in order to maintain the plan. The following allocations were recommended by Staff:

- \$30,000 of the CRA's existing professional services budget to hire a consultant and/or build upon existing consultant work for signage in the Flagler Village area;
- \$50,000 for capital programs during the next fiscal year, including wayfinding and historical signage;
- \$200,000 for an RFP to upgrade existing lighting on Sistrunk Boulevard, including a proprietary purchase from the manufacturer of this lighting, as well as an additional \$40,000 for installation. Mr. Battle observed that some of these funds were appropriated in last year's capital budget as part of the five-year spending plan;
- \$50,000 for a lighting study in next year's budget, which would determine how much funding should be set aside for lights in 2016 and where further improvements should be made.

He reiterated that there is currently a marketing/branding RFP seeking to hire a single firm to serve the entire CRA. The contract amount is estimated at \$250,000, which would cover a one-year contract and two one-year renewals at roughly \$200,000 each. This would result in the hiring of a firm during summer 2014. Mr. Battle concluded that

Staff's total recommendation is for \$365,000 in FY 2015 rather than the requested \$345,000 in FY 2014.

It was noted that there may be some adjustments to the recommendation for FY 2015, as the Flagler Village Improvement Association will make another request of the Board for that year as well and there may be the opportunity to create an economy of scale for the two organizations or take advantage of an existing contract.

**Motion** made by Mr. Gabriel, seconded by Ms. Adderley, to approve the recommendation as proposed by Staff. In a voice vote, the **motion** passed unanimously.

#### **V. Director's Report**

Mr. Battle advised that responses to the current marketing/branding RFP for the entire CRA are due on April 8. The proposed lighting upgrade, including the proprietary purchase, will be presented to the CRA Board on April 15. The public wi-fi pilot program for the Sistrunk area, which would extend from NE 3<sup>rd</sup> Avenue to Andrews Avenue, will include wireless cameras. A "splash page" will be created to both market the CRA and provide a platform for communication with the public, as well as multiple apps.

#### **VI. Communication to CRA Board**

None.

#### **VII. Old / New Business**

None.

#### **VIII. Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 5:07 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]