

Regular Meeting of the
Downtown Development Authority
Thursday, April 9, 2009
Broward Center for the Performing Arts
New River Room West Side

ROLL CALL

BOARD PRESENT: Charles B. Ladd, Chair
Alan Hooper, Vice Chair
D. Fredrico Fazio, Secretary
Peter Feldman, Treasurer
Dennis F. O'Shea, Board Member
Gregory Durden, Board Member

NOT PRESENT: William R. Scherer, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel
Chris Wren, DDA Executive Director
Elizabeth Van Zandt, Planning & Design
Manager
Marti Brown, Administrative Coordinator
Chadwick Blue, Urban Planner
Kate Sheffield, Planning Assistant
Neil Sterling
Matthew Vanderwerff
Justin Toal
Linda Lewis
Cornelius Van Liere
Sergeant Michael Smith
Sergeant R. McGowan
Dan McCawley
Ron Centamore
Doug Sterner
Richard Mancuso
Steve Sfugavas
Sue Sfugavas
Clarence Foster
Karen Reese

Don Hall
Kevin DeNell
Virginia Hemphill
Ginger Coffey
Alex Alzhussain
Victor Yue
Heidi Davis
Jeff Suiter
Scott Seeburger
Susan Anthony
Norma Brooks
Kim Centamore
Freddy Zelaya Jr.
Megan Purdue
Deborah Wilkinson
Patsy Mennuti
Mike Ferber
Jenni Morejon
Connie de Correia
Laurie Watkins
Alain Jean
Debbie Berger

PRESIDING: Charles B. Ladd, Chair

Chairman Ladd called the meeting to order at 8:38 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Scherer and Mr. Feldman who arrived a short

time later.

CONSENT AGENDA

Chairman Ladd asked if there were any comments or whether anyone wanted to pull an item and hearing none, he asked if there was a motion approving the items on the Consent Agenda. *A motion was moved by Mr. Hooper and seconded by Mr. Fazio. All board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the March 12, 2009 DDA Regular Board Meeting.

REGULAR AGENDA

R-1 Police Report

Sergeant McGowan said he would provide an update for District 2 today and that Sergeant Smith would provide an update for District 3.

Sergeant McGowan said during the dayshift they are continuing with park checks in conjunction with the midnight shift. He said they are also checking convenience stores and cabs blocking traffic in certain areas. He said there are seven officers assigned to the downtown area at night. He said they have been working with Ron Centamore on an off duty detail which ran from March 2-17. During this time they made 15 arrests in the downtown area. Ron Centamore said the detail started back up again and will run approximately six weeks. He said they will have progress reports. Chairman Ladd asked where the arrests were made and Sergeant McGowan said along Huizenga Plaza and the SE 6th Street area. He said they are still dealing with larcenies, but said they have decreased due to the off duty detail.

Sergeant Smith said there continues to be homeless issues around Publix. He said officers have been sent there and since the initial contact, they've talked with five individuals and gave trespass warnings. He said they've done subsequent checks and there's been no sign of homeless individuals. Mr. Feldman arrived. Sergeant Smith talked about a bus bench in that area that the homeless were utilizing. He said they made arrangements with the City to remove the bus bench. Mr. Wren said the bench was removed yesterday. The Board thanked them for their updates.

R-2 Update on Economic Stimulus

Deborah Wilkinson from the County was present. Ms. Wilkinson said that in December, they came together to see how much stimulus could come out from D.C. and the State and through the process they found out what the important County projects are. She said Norm Taylor and Bertha Henry indicated they needed input from the private sector. Ms. Wilkinson said a chart was drawn up and by the end of January, 4000 surveys were sent out and so far, 500 have been returned. She said they went through the County's project list to see how it relates to job simulation. She said that Broward Alliance gave a report on businesses and that town forums were held. Ms. Wilkinson said that in December of 2007, they had an unemployment rate of 3.2% and that it's now in the range of 8%. She said that EDA (Economic Development Administration from D.C.) is looking at who can be awarded monies. She said information comes in every week and that she would put Mr. Wren on their list in case there are things that could affect the DDA and that she would like him to get the word out to the

Board. She mentioned that on April 14th, the County will pass a resolution for the economic stimulus plan. She brought up how the planning department is actively involved and mentioned specifically, the THOR program (Transit Housing Oriented Redevelopment). Mr. Hooper asked what THOR was and Ms. Wilkinson said the goal is to protect existing residential neighborhoods by directing growth to adjacent transit corridors such as Broward Boulevard and US 441/State Road 7. She said she would be happy to have County staff give an update and said they will discuss THOR this Tuesday. **Mr. Wren asked if there were specific programs that they could get out to businesses and Ms. Wilkinson said yes and that she could get that for him.** She also offered out that the County could assist businesses with grant writing. Mr. Hooper emphasized the need for additional residential units in downtown as a way to stimulate our economy. Ms. Wilkinson said she'd bring this information back to her office.

R-3 Introduction of Downtown Ambassadors

Mr. Wren said this program has been running for a few months and that Mr. Blue has successfully put it together. Mr. Blue asked the ambassadors to stand to be recognized. He said they have about 18 volunteers that are walking areas along the Riverwalk, down Las Olas Blvd. and 2nd Street. He said they've partnered with Jay Alexander, who has provided a golf cart for the ambassadors to use. Mr. Blue said that Kim Centamore is the coordinator and she puts the schedules together. He said the hours are Thursday and Friday from 4:00 – 8:00 p.m. and Saturday and Sunday from noon to 8:00 p.m.

Mrs. Centamore said the program has been well received and they are establishing partnerships with the merchants. She said everyone is bringing their personalities to the program. Mr. Fazio asked what kinds of questions they get and Mrs. Centamore talked about that. Chairman Ladd asked if there is anything else the DDA could be doing and she said the DDA has been wonderful in providing them with everything, but that they could use some more volunteers. **Mr. O'Shea suggested that Mr. Blue check with the valet companies to see if they can each appoint a person to get training and work as an ambassador during working hours when they normally don't have people staffed. Mr. Blue said he would look into that.**

R-4 100 East Las Olas Project Update

Heidi Davis, of Gunster Yoakley said they presented to the board over a year ago, representing a different property owner. She said that based on comments including those from the DDA, the design plans have drastically changed. She recognized everyone present today from their team: Victor Yue, Hugh Johnson, Justin Toal and Matthew Vanderwerff. Ms. Davis said there will be 290,000 square feet of office with 12,000 square feet of retail. She said the sidewalks were expanded. Ms. Davis said they are pursuing LEED certification and are aiming as high as a silver designation.

Victor Yue said the site is .88 acres. He said they've received comments and then went back and revised the project. He said they took out the hotel and they reduced the program of the project. He showed a picture of the 24 story tower. He said it is an all glass building which is more slender and elegant. He said there is one level of retail that wraps around. He said the service loading area is towards 2nd Avenue. He said they widened the pedestrian pathway and have created one lane. He said the garage is glass and the 12th floor is a functional area. Mr. Johnson elaborated by saying that on this level they wanted to address the needs of the Riverhouse, which is important. Mr. Johnson talked about the different views. He talked about how they wanted the streetscape to be consistent. He said they looked at the materials used in Huizenga Plaza so everything transitions. He said it will

be one of the best streetscapes in the downtown.

Mr. Yue continued with the presentation. He showed the street level view. Chairman Ladd asked about the sidewalks on the three frontages and Mr. Yue explained further. Mr. Yue said the canopy used is aluminum and there are no columns and no structure. Chairman Ladd asked about the East and West elevation and Mr. Yue said the code required 5', but they increased the setback to 8'. They discussed the landscaping. Mr. Ladd asked if the street lights around the perimeter of the building are like what is in Huizenga Plaza and Mr. Yue said yes. They talked more about the garage. Mr. O'Shea asked how many levels of parking it will be and Mr. Yue said 9 ½ levels. Chairman Ladd asked if there was anything they could do with replacing the palms on Las Olas east of the site to make the area more appealing and Ms. Davis said there are a lot of underground issues and easement issues to deal with.

Mr. Toal wanted the Board to know that they've remained consistent by working with the Riverhouse on parking and they are not close minded to alternatives. They've also met with the Museum of Art to work with them on any issues. **Mr. Wren said he'd like to continue this dialogue with reference to the urban oasis concept they are doing downtown so maybe they can do something in the interim.**

Mr. O'Shea asked what stage the project was in and Ms. Davis said they are going through DRC signoffs now. Chairman Ladd asked when they would be going public and Mr. Toal said they are working hard with the City and once that is done, they would publicize it. Chairman Ladd offered the DDA's help with marketing the project. Mr. Toal said credibility is important to them and they will go public once it is approved and welcomed the DDA's offer to help. Ms. Davis added that they've gone through about 30 different drafts and they want it done right. Mr. Toal thanked the team for their work.

R-5 Transit

a) 595 Express & FEC Project Updates

Scott Seeburger from FDOT presented on the status of the two projects. Mr. Seeburger said they executed a contract for the 595 expansion project on March 3rd with minor construction to begin within a couple of months. He said they are dealing with underground utilities and other issues. He said major construction is anticipated in the summer with completion in spring 2014. He said heavy construction time is projected from 2011 – 2012. He said they expect to have the express bus services operational in summer 2010. He said the express bus service plan is still being worked out. He talked about this further.

Mr. Seeburger said they have begun Phase 2 on the FEC project. He said they will have an initial recommendation on the master plan in the Fall of this year with a final decision anticipated in 12 months. He said horn noise is a concern and so is the financing. He said there is no funding beyond the initial master plan development. He said they have formed a coalition and the DDA has the most representation. He said of the 60 people who make of the group, 15 are elected officials and 45 are representatives of the business community and others. He said they've spent a lot of time on encouraging 28 cities along the corridor to envision redevelopment in their communities, including station locations. One of the guests today, Mr. Mancuso asked about light rail and Mr. Seeburger said it's still on the table. **Mr. O'Shea said he saw a presentation done by EDSA on this project and he would recommend the DDA see it as well. Chairman Ladd asked staff to try and schedule**

that. The Board thanked him for his update.

b) WA 9 PB Billing Activity

Mr. Wren said the billing activity is in their package. He said it contains the actuals for the first few months of the year. He said he promised not to exceed \$20,000 per month for the consultant work and he went through some of the numbers. Mr. Wren said he wanted to thank Parsons Brinckerhoff even though they were not present today. He said he would continue to report on the billing activities.

c) Project Timeline/Outreach Update

Mr. Wren said he would have staff provide an update. Ms. Sheffield said they have been presenting to the neighborhood associations weekly with an average of three per week. She said the target is 150 meetings to be completed by October 1st. Chairman Ladd asked who from staff attend the meetings. Mrs. Van Zandt said it depends on who the stakeholder is and provided an example for an upcoming meeting. Mr. Wren said they are creating the teams on a week to week basis based on each of the meetings for the following week. He said they are about 25% completed and have had about a 100% success ratio. He said they are getting letters of support. Chairman Ladd asked what, if any, have the negative feedback been and Ms. Sheffield said people have expressed more time to review the assessment figures. Mr. Wren said they've also expressed concern on how the project will assist in leasing units. **Chairman Ladd asked that the Board review the contact information and identify the names/contracts on a higher level and to report that to staff.**

Mrs. Van Zandt said that based on statutory requirements for when the final hearing has to be held, the tentative date for the final hearing is January 6, 2010. She presented the commission meeting dates leading up to the final hearing.

Other

Laurie Watkins from Congressman Ron Klein's office was present and gave a brief update on the Transit Reauthorization Bill. She said there is a deadline of May 1st. **She also mentioned that James Cho will be in town next Friday and that if the DDA wanted to meet anytime that day to let her know.** The Board said they are very appreciative of Ms. Watkins attending the board meetings and of Congressman Klein's support.

R-6 Budget Discussion: Transit, Streetscape, & Future Projects

Chairman Ladd said that this document represents the summary of all the initiatives the Board wants to pursue and shows the revenue to do it. Mr. Wren said he wanted the Board to know what the available funds are to do various projects and said that ultimately, a decision will need to be made. He talked about some of the projects the Board is considering.

Chairman Ladd said the transit monies are in excess of what they initially thought it would be and talked further. He also said that we cannot fully fund our streetscape program with our revenues, but mentioned that a plan will be developed to bring partners together. He added that Streetscape has been a good thing and named the 2nd Street project as an example. Mr. Fazio asked about the status of receiving our federal grants from the County and Mrs. Van Zandt said the Sub Recipient Agreement is going before the County on April 14th, which essentially will allow the DDA to bill for federal funds. She emphasized that this was a big milestone and grant monies should start to flow shortly after.

Mr. Hooper said he didn't believe they had the money to do all the streets. He said he doesn't believe they are engaged enough with the CRA on the North Side. He said they should develop a Capital Improvement Plan to include 4th & 5th Streets and then talked about the South side. He said he would like to move in that direction. Chairman Ladd said that as it relates to the CRA they have a conceptual plan prepared and that they are doing the budgeting to determine the scope. He said the preliminary numbers are \$4 million for both streets not including electrical or power lines. He said the goal would be to go before the CRA Advisory Board and CRA in June. Mike Ferber, from the audience stood and said that with reference to the DDA and CRA, if the DDA would take the leadership that would be favorable. **Chairman Ladd asked if he'd like to have a joint meeting with the DDA & CRA and Mr. Ferber said yes. Mr. Ferber said he would be in touch.**

Other Business

Mr. Wren said there was a meeting recently with Nova and the Museum of Art where they presented the first cut of their urban design plan. He said they are looking for partners. He talked about the meeting further.

Mr. Wren said that with relation to the outreach and demographics work, Kate Sheffield and Norm Adams have been working together and will continue on this. He said they will see how they can assist in leasing spaces. Mr. Wren said maybe they might have some sort of open house event.

DDA Downtown Event

Mr. Hooper said the DDA Downtown Event will be held on May 27th. He said that Mr. Sterling has contacted leaders and they have the following attending: Congressman Ron Klein, Congresswoman Debbie Wasserman-Schultz, Broward County Mayor Stacy Ritter and City of Fort Lauderdale Mayor Jack Seiler.

Broward County Courthouse

Mr. Durden said the old courthouse will stay until the new one is built. He said they are taking down approximately 400,000 square feet and building 675,000 square feet. He said the cost is \$320 million to be done in stages. He said construction will start next year and the first stage will be parking. Chairman Ladd asked about the location of the garage and Mr. Durden said they put out an RLI to get bids.

As there was no other business to come before the Board, Chairman Ladd adjourned the meeting at 10:23 a.m.