

Regular Meeting of the  
Downtown Development Authority  
Thursday, April 12, 2012  
Broward Center for the Performing Arts  
Abdo New River Room

**ROLL CALL**

**COMMUNICATIONS TO CITY COMMISSION**

**BOARD PRESENT:** Gregory Durden, Chairman  
Tim Petrillo, Vice-Chair  
John Ropes, Secretary  
Michael Weymouth, Treasurer  
D. Fredrico Fazio, Board Member  
Dennis F. O'Shea, Board Member (by conference call)  
William H. Bodenhamer, Jr., Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Jenni Morejon
Chris Wren, DDA Executive Director	Hugo Fontalvo
Elizabeth Van Zandt, Planning & Design Manager	Steve Anderson
Marti Brown, Administrative Coordinator	Leas Saraceno
Chadwick Blue, Urban Planner	Diana Alarcon
Kate Sheffield, Planning Assistant	Vice-Mayor Romney Rogers
Neil Sterling	Dana Pollitt
Marjorie Ferrer	Sam Poole
Ron Centamore	Kelley Shanley
Charles & Crystal Owens	Alan Hooper
Genia Ellis	City Manager Lee Feldman
Vivian Kamareddine	

**PRESIDING:** Gregory Durden, Chairman

Chairman Durden called the meeting to order at 8:31 a.m. Roll call was taken by Marti Brown. All Board members were present with Mr. O'Shea participating by conference phone.

**CONSENT AGENDA**

Chairman Durden asked if anyone had any questions regarding the Consent Agenda. Hearing none, a *motion was moved by Mr. Fazio and seconded by Mr. Weymouth approving the items on consent. All Board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the March 8, 2012 DDA Regular Board Meeting and Minutes from the March 12, 2012 DDA Workshop
- C-2) Approval of Outdoor Event Application-City Link Beerfest, 12/7/12-12/8/12
- C-3) Approval of Outdoor Event Application-Wedding of Crystal Williams & Charles Ownes,

2/2/13

C-4) Approval of Outdoor Event Application-13<sup>th</sup> Annual Riverwalk Run, 3/22/13-3/23/13

### **REGULAR AGENDA**

Chairman Durden moved up item D-2.

#### **D-2 Emergency Approval of Outdoor Events-Bon Prix Photo Shoot, 3/6/12 and Dunkin Donuts Commercial, 3/15/12**

Mr. Wren said these emergency events were reviewed and approved by staff and that there were no issues with either event. These were put on to notify the Board that they took place.

#### **R-1 Police Report**

Sergeant Fontalvo said he is assigned to the mounted unit. He indicated in March there were 14 larcenies, 1 sex offense, 1 robbery, 1 vehicle burglary and 6 vehicle thefts. He said they are enforcing speeding. He added that for the past 30 days, they have officers spend a lot of time at Stranahan Park to monitor the homeless issue every day except Saturday and Sunday and they have 1 or 2 mounted units out. Sergeant Fontalvo said the Board can email him with any information they would like him to bring or report on at the meetings and that he will be the Officer coming from now on.

#### **R-2 Wave Streetcar**

Mr. Wren summarized the recent project activities. He said that the Wave partnership submitted a Tiger IV federal funding application and that they hope to hear positive news at the end of May. He said he feels the application if very strong. Mr. Wren went over recent land use discussions with FTA, led by John Milledge. Mr. Milledge said a conference call was held with FTA, Broward County, SFRTA and DDA. FTA brought up the residential unit cap in place and Mr. Milledge clarified it was not a hard cap and explained the process for allocating additional units. Mr. Wren also mentioned there was an important Broward MPO meeting today regarding the 2035 Long Range Transportation Plan where a cost feasible plan update was being presented for the Wave project. He indicated the Wave partnership team was attending on our behalf.

#### **R-3 Projects Update Capital: a)Streetscapes, Urban Oasis, ITS, Utility Box Wraps; Enterprise Zone: PACA Garage and Huizenga Plaza; and Marketing and Outreach**

Mrs. Van Zandt said staff was waiting until today's workshop to move forward with the Urban Oasis program. Mr. Wren indicated they completed one site back in December 2010 and the monies for future projects are being held in reserves until further Board direction. Mr. Ropes asked if Mr. Wren has met with anyone from Stranahan House regarding plans in that area and Mr. Wren said yes and that it was a positive meeting and they were supportive of the project. Mr. Wren explained the Stranahan House's reservation with extended Riverwalk. The Board asked how they could speed up the process and Mr. Wren said they need to start off with what the official adopted plan was for that area and go from there getting partners together. Brief discussion was held.

Mrs. Van Zandt said she has been working with Jenni Morejon on getting plan information. Mrs. Morejon said all plans are different. She said the 1989 plan sets the course for the original bond issue to develop the Riverwalk over time for things such as events, public spaces, etc. She then explained the intent of the plans that followed.

Mr. Wren said regarding the ITS grant initiative, the Board approved Kimley-Horn as the consultant staff advisor. Mrs. Van Zandt said there is a stakeholder meeting, which the Board was invited to on April 18<sup>th</sup>.

Mr. Wren said the utility box wrap program started off with a prototype and 12 have since been done with 4 to go. He said the feedback from the community has been incredible. He added that unfortunately there was some graffiti on two of the boxes, which were patched and they are working on finding something else that could help in the future. **Mr. Petrillo suggested a clear tint. Mr. Wren said he would get with Mr. Petrillo on the details of that.** Mr. Wren said they used historic photos in some areas and some others requested specific pictures so they are using local artist, Joe Scott and most boxes have a “you are here” map. Mrs. Van Zandt added that she sent an email yesterday with a link to the NBC 6 video segment and the Sun-Sentinel image gallery.

Mr. Wren gave a report on the “Enterprise Zone” projects, including the Huizenga Plaza and the PACA garage. He mentioned the Joe Gehl event initiative. Mr. Wren said that Huizenga Plaza leasing out is on par and the PACA is ahead so far. Mr. Wren then briefly mentioned that naming rights were given and paid for by AutoNation for the amphitheater and he explained further. Mr. Ropes asked if there has been any negative impact regarding the garden being done in Stranahan Park and Genia Ellis said she just received another \$25,000 and that the homeless are getting picked up by bus to feed which is creating less people as a whole in the park.

**Chairman Durden said he would like the Vision Workshop update done every month and put on the agenda. It was decided to call it Workshop Update.** Chairman Durden adjourned the regular board meeting at 8:57 where a break was taken.

### VISIONING WORKSHOP

The workshop was called to order at 9:15. Chairman Durden welcomed everyone for attending and said he was excited about today’s workshop. He said he hopes the ideas that come out of today’s meeting will help the downtown. Chairman Durden acknowledged Vice-Mayor Romney Rogers, City Manager Lee Feldman, Neil Sterling (former Board member) and Alan Hooper (former Board member). Mr. Feldman then introduced Jenni Morejon, the Deputy Director of Sustainable Development, Diana Alarcon the Transportation and Mobility Director, and the new Economic Development Manager, Steve Anderson, who will be handling both CRA’s and the normal economic development activity. Chairman Durden told Mr. Feldman that City staff is great. He then introduced Marjorie Ferrer, the Delray Beach’s DDA Director and said she was so gracious when they met with her and she gave them some ideas on how Fort Lauderdale’s DDA can grow. She also previously explained how they transformed the area so Chairman Durden said he asked her to moderate today’s workshop and thanked her for agreeing.

Ms. Ferrer said she is a graduate of Florida State University. She said she has background in tourism and retail. She said she’s coming up on her 20<sup>th</sup> year with Delray Beach. She said she came here in the 1980’s when DOT was going to tear down Atlantic Avenue and make it six lanes of traffic and that got the attention of the citizens and out of that came the DDA’s visioning process which started in 1993. She said their DDA created a joint venture which included the City, CRA, DDA and Chamber and they studied other areas. She said they then created their 20 year plan which included four areas: 1) special events (which took 10 years), 2) restaurants, 3) more housing and 4) retail. She

said it took them 10 years to compile a database of the downtown and they took that and divided it into clusters to focus on. She said restaurants increased from 6 to 140. She said they then collaborated with merchants, the Chamber and City to get more information. She said today there are approximately 1500 businesses. She said you need to know what you have to promote it. Ms. Ferrer said their DDA was established in 1971 and is going to be celebrating its 40<sup>th</sup> year. She said the CRA was created in 1985 and they do not want to duplicate each other's work so they figured out what each agency would do. They eventually separated everything into buckets: 1) Marketing & Promotion, 2) Place Making and 3) Economic Development. She said the DDA makes sure the merchants stay in business and collaboration is the key. She added that sociability is important. She said the DDA then zoned out certain business types such as tattoo parlors and strip bars. Chairman Durden thanked her for the background. He then said that staff prepared a video and showed that. He said Kate Sheffield did an amazing job preparing the video.

Chairman Durden said he wanted to go around the room and get input from everyone to start brainstorming for new ideas. Mr. Wren read the mission statement: "To focus on growing the residential community and the amenities that service it, highlighting the regional activity center as the downtown of Broward County, and facilitating its physical and economic development."

Mr. Ropes: He said that we are one of the best small cities in America and suggested they use another word other than focus.

Mr. O'Shea spoke about the mission statement and said he doesn't want to get hung up on the word focus. He said the statement is reflective of the vision of an urbanized community driven by residential and commercial.

Mr. Fazio talked about how hard and expensive it is to build in Fort Lauderdale and said he'd like to see the process made easier. Ms. Ferrer said Delray streamlined the process for them.

Mr. Sterling said it's important to save the history of what was originally planned in the 1976 vision. He added that the video today highlighted those visions.

Mr. Hooper said restaurants and the Broward Center draw people to the area and residential follows. He said he agrees with the mission statement. He added that Las Olas is an asset so they now need to look to the north and south. He said reviews on Yelp regarding the Flagler Village indicate there is not much to do and restaurants play an important role in that. He said parking is a big issue and Delray dealt with that brilliantly.

Mr. Poole said he feels the next focus should be on getting more people to walk because there is a lot of residential. He added what is missing is that they need to take the streets back. He said streets need to be pedestrian streets and not dangerous.

Mr. Petrillo said restaurants are a huge generator to draw people. He said they should look at the Wave project for opportunities to link to other assets and to look at connecting the downtown to assets people want to be near. He brought up parking as an issue.

Vice-Mayor Rogers said they should talk about how to define the urban core and that he agrees with the mission statement. He said they should define what urban development is and to overlay it with

the Wave and gave an example.

City Manager Lee Feldman said he feels what is missing from the table are the County and State representatives. He said the City is committed to a pedestrian friendly downtown. He said he believes the rules need to be different in the downtown area and said the County and State are the regulators. He also added that the Broward MPO is a good partner to include as well and that they recently funded a small walkability study. Ms. Alarcon reminded the Board of a meeting already set up with the DDA on April 17<sup>th</sup> at 11:00 with Jeff Speck to talk about a walkability study.

Mr. Fazio brought up awnings and said the permit process is long to get through. Ms. Ferrer said they did an overlay district and the City made it easy to develop in the downtown. **Mr. Fazio asked if they could get a copy of the ordinance on awnings and Ms. Ferrer said yes.**

Mr. Weymouth said we need to find a way to move people quickly from the suburbs to downtown.

Mr. Bodenhamer said his concerns are walking, traffic calming and parking. He said the focus should be on consumer parking close to our establishments and not on employee parking.

Mrs. Morejon said to focus on improving the pedestrian realm and creating a more livable community.

Ms. Alarcon said she agreed with all of those suggestions and said public transportation is key and entertaining people while they are here is vital.

Mr. Anderson said the creation of jobs is important. He said the biggest issue is the reception of companies coming into town and to remain a job generator.

Mr. Motwani said creating restaurant life and having infrastructure in place to expand correctly is important. He said they should coordinate incentives. He said he was very impressed by the video.

Ms. Ellis said to have something sustainable and the key is to take what you currently have and keep it up, keep it clean and maintain it.

Mr. Centamore said walkability and transportation are issues and to look at the design of buildings for things such as streetscapes and sidewalks.

Mr. Shanley said filling in the gaps in the downtown from the Broward Center to Las Olas with something programmed that you can see where you want to be is important. He offered out that they should be committed with projects even if they take longer than short term ones.

Mr. Ropes said it's very positive that the FEC is privatizing to move traffic from Miami to Orlando and that they need to plan for that. He said the kiosks planned will fill in gaps. He said he would like to see if the State, County and City can find a way to try and get everyone on the same page.

Mr. O'Shea said pedestrian amenities and transit are priorities. He said expanding the DDA's boundaries to include the South RAC is also very important.

At this time, Mr. Durden recapped everything they went through. Ms. Ferrer suggested they first decide what they want the downtown to be and to create a group to work towards goals such as transportation, sociability, walkability, entertainment and restaurant creation.

Vice-Mayor Rogers brought up the Federal Courthouse and said it could conflict with the mission statement and the DDA should take a position. Mr. Wren said he sits on the task force for the courthouse and that they are exploring a public/private partnership.

Mr. Sterling suggested the Board be on top of where discussions are going regarding governments consolidating space.

Mr. Hooper said the residential product is not being brought into the downtown because of the lack of schools. He said schools would be an amenity such as a charter school. Mr. Poole said it's not part of the land development regulations and they would need to make changes to get what they want.

**Chairman Durden then asked for three ideas for staff to develop and bring back to the Board both short and long term and after discussion, the final list was as follows:**

**Long Term:**

- 1) Connectivity: Wave expansion, cohesive marketing
- 2) Riverwalk
- 3) Education expansion

**Short Term:**

- 1) Pedestrian realm
- 2) Homelessness
- 3) Lifestyle (clean and safe), traffic calming

Chairman Durden told the Board that he has spoken to the City Attorney about the homelessness issue and they are developing an ordinance to address it.

**Ms. Ferrer said Mr. Jim Peters with Responsible Hospitality Institute (RHI) will be here in Florida soon and if he has time to meet that perhaps the DDA Board could meet him. She said she would forward his information and check on his availability.**

Chairman Durden said at this time that these ideas will be broken down and staff will come back at the next Board meeting. Mrs. Van Zandt said that should be a first step of starting an implementation plan. Chairman Durden thanked Ms. Ferrer for attending.

As there was no other business, Chairman Durden adjourned the meeting at 11:08 a.m.