

Regular Meeting of the
Downtown Development Authority
Thursday, February 14, 2013
Broward Center for the Performing Arts
Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: Tim Petrillo, Chair
John Ropes, Vice Chair
Michael Weymouth, Secretary
Dennis F. O'Shea, Treasurer
Gregory Durden, Board Member
D. Fredrico Fazio, Board Member

NOT PRESENT: William H. Bodenhamer, Jr., Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Kona Gray
Chris Wren, DDA Executive Director	Leigh Kerr
Elizabeth Van Zandt, Planning & Design Manager	Ron Centamore
Marti Brown, Administrative Coordinator	Lt. Sousa
Chadwick Blue, Urban Planner	Sgt. Fontalvo
Kate Sheffield, Planning Assistant	Phyllis Pittman
Paul Weinberg	Kevin Denell
Heather Parnass	Norm Adams
Genia Ellis	Bob Dugan
Joshua Freeman	

PRESIDING: Tim Petrillo, Chairman

Chairman Petrillo called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Bodenhamer.

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

CONSENT AGENDA

- C-1) Approval of the minutes and follow ups from the January 10, 2013 DDA Board Meeting and the Special Workshop on 1/30/13
- C-2) Approval of Outdoor Event Application-Above the Influence, 5/18/13
- C-3) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/11-10/12/13

REGULAR AGENDA

R-1 Police Report

Sergeant Fontalvo said that there were 18 part one crimes in January down from December. He said 12 of those were larcenies. He said that if anyone sees graffiti to please contact him directly. Lieutenant Sousa said he wanted to follow up on the New Year's Eve activity that was seen on video to address any concerns the Board has. Mr. O'Shea said he saw the video and on tape it looked like a forced movement to get people out of the Himmarshee area at 4:00 a.m. He said he was satisfied with the explanation given at the last meeting. Lt. Sousa said he does special events and that the perception is quite different on video than what occurred but if the Board has any reservations he is always willing to work on other methods. He said the way they have handled it has worked successfully and there have only been 2 or 3 arrests. He said they use patrol and it's been effective. The Board had no issues.

R-2 Consultant Services

Mr. Wren said there are three proposals he'd like to discuss. He said the first two are capital projects and both consultants understand the scope of those projects. He said both consultants are offering their services at no cost. He said they will be very visible community projects in the downtown. He said the first project is the Stranahan/Riverwalk Connection. He said the Icon property owners are required to build a section of the Riverwalk and explained further. He said as a temporary improvement, the site owners agreed to move the fence back and make other visible improvements. He said the scope of the project would be to include 5th Avenue, Las Olas Boulevard and 6th Avenue. He said he wants to make it a successful transitional space. He said the Marine Advisory Board has seen day dockage and that it has been successful and discussed possibilities in the area.

Mr. Wren said the second project is Huizenga Plaza 2020 and deciding what to do with the park for future years. He said a section of Las Olas Boulevard needs activation as well as the park. He said they looked at the entire section on Las Olas Boulevard from Andrews and 3rd Avenues to see how they can activate it. Mr. Wren said he also spoke to Dr. George Hanbury, and that FAU and Broward College have also had discussions and all are excited. Discussion was held regarding possible bottom floor retail replacing some of the existing faculty offices. This analysis is included in the scope of work. Mr. Wren said he recommends engaging both EDSA and TBG Partners. He introduced Paul Weinberg from TBG and Bob Dugan and Kona Gray of EDSA. Mr. Wren said he recommends EDSA for the Stranahan/Riverwalk Connection and TBG Partners for Huizenga Plaza/Las Olas Boulevard activation. **Chairman Petrillo asked if there was something in the contract regarding the firms not performing and an option for the DDA to get out and Mr. Wren said he would work with the DDA General Counsel and add such language.** Mr. Ropes asked who would oversee the projects and Mr. Wren said the City is a partner and the force behind it. He said Mr. Feldman indicated he will put monies into the project at Stranahan but wanted the Board's recommendations first. He said Genia Ellis will oversee the Riverwalk project. Mr. O'Shea wanted it in the record that Stiles has retained EDSA for projects. ***Mr. Ropes made a motion to hire EDSA for the Stranahan/Riverwalk Connection project and TBG for Huizenga Plaza 2020 with Mr. Weymouth seconding. All were in favor.***

Mr. Wren then went on to the third proposal. He said staff is working with the City of Fort Lauderdale to increase the residential unit allocation in downtown. He briefly discussed the timeline and strategy moving forward. He then explained the Leigh Kerr proposal and recommended the

Board move forward with retaining Leigh per the proposal. Mr. O'Shea wanted it on the record that his firm has retained Mr. Kerr's firm for Stiles. ***Mr. Fazio made a motion to hire Leigh Kerr and Associates for planning services to assist the DDA and the City with processing a land use amendment for additional residential units not exceeding \$7,500.00 from the undesignated capital projects fund. Mr. Ropes seconded and by roll call, all approved.***

R-3 Demographics Report

Norm Adams said the commercial industry is standing up on its own with positive absorption in the last quarter and the whole year and with moderate absorption in the county. He said although there are no new office development projects being planned in downtown right now, he said there are about a half dozen new residential projects under construction. He called out the following: New River Yacht Club, Henry Square, New River Village Phase 3, Croker Site and the Shirttail Charlie's site. He said the new buzz word is "rent by choice".

Mr. Adam's went on to report commercial leasing activities. He said some of the companies that signed leases in 2012 were Bank of America, BBX, JP Morgan, Marshall Dennehey, Fisher & Phillips, Patriot Insurance, Capital Collateral, the State Defender's office and Iberia Bank. He said compared with last year, the Las Olas proper is steady with prices and Broward has softened. Mr. Fazio asked about parking. Mr. Adams said \$75 per space to \$90 per month is the current pricing. He then named some new retail establishments such as Mancini's, Lobster Bar & Grill, Wild Sea Oyster Bar & Grill and Sky Thai Sushi. Discussion then focused on condo projects south with the potential of coming north.

Heather Parnass directed the Board to their backup and went through closing and listing activity. She said new listings spiked in July. She said the 1st generation units in the second quarter of 2012 totaled 65 that were still owned and that they sold 91% of them. She said she compares national numbers as well and gave some examples that Wall Street reported for 2011 and 2012. She said the outlook is looking up. She said so far there have been 16 closings since the beginning of the year.

Kate Sheffield said apartment rentals have raised their rates. She said they are down to six first generation units. Chairman Petrillo asked what the rates are and Ms. Sheffield said \$1.70 per square foot and that occupancy is over 93%. She said the closing prices are getting closer to the list prices. Chairman Petrillo asked if lending has eased up at all and Ms. Parnass responded that applicants need to prove they can afford it. She said otherwise, people are not being turned away. Mr. Adams asked about comps and Ms. Parnass said she would look that up and give it to the group before the meeting ends.

R-4 The Wave Streetcar

Mr. Wren said they recently went up to Washington D.C. to meet with the Federal Transit Administration (FTA) regarding the small starts application. He said the FTA verbally agreed to allow the project to move forward to project development. He said there is one more step at the end which is the re-evaluation for the FTA funding agreement. He said the South Florida Regional Transportation Authority (SFRTA) will be hiring a consultant to manage and design of the project. He said a contract should be awarded by April. He said hopefully in a year they will hear good news on the final step. Mr. Milledge elaborated and added that he recently talked with Congresswoman Debbie Wasserman Schultz and she remains very supportive. He said that the rules have loosened up for streetcars. Mr. Fazio asked if in April they will be hiring someone for the design of the whole

project and Mr. Wren said yes and outlined the general route: Sistrunk/NE 6th Street on the North, 3rd and Andrews Avenues on the East and West and 17th Street on the South. He said SFRTA will administer the contracts. Chairman Petrillo asked about community outreach and how that is going. Mr. Wren said it's still very positive and that last night he spoke at an ULI event which had a very good turnout. He said during his presentation there was unanimous support. He said they have been doing a lot of presentations. He said the audience was also very happy about the Urban Oasis and Utility Box Wrap projects.

R-5 Projects Update

Mrs. Van Zandt started by giving an update on the Downtown Intelligent Transportation Information System (DITIS formally known as the "ITS" project). She said she will be advertising the procurement package next week and will bring a recommendation back to the Board in April.

She said planning of St. Pat's is in full swing and that Ms. Sheffield is doing an excellent job and Mr. Weymouth has also stepped up to help.

She updated the Board on some other agency initiatives. She said with reference to the PACA garage, there is a follow up meeting with the Himmarshee stakeholders scheduled for February 27th and she expects that action items will come out of the meeting. She said staff continues to work on the Historic Ordinance paper with Mr. O'Shea. She said the SE 6th Street Task Force (between Andrews and 3rd Avenues) will start to meet again.

Mr. Wren added that he is holding off on the Miami Board field trip until after the St. Pat's event. He said the parade has moved west two blocks and explained why. He said if any Board member wants to attend to let him know. Mr. Petrillo asked how the sponsorships were going and Mr. Wren said it's a \$200,000 event and so far they are \$20,000 out. Chairman Petrillo asked about the monies owed to the DDA from the previous year and Mr. Wren explained further.

Mr. Weymouth said the wrap at the Simmons Vedder site is great and asked why big wall (north side of the garage) is not covered. Mr. Wren explained the project evolution and decisions made based on budget. Mr. Durden departed.

Chairman Petrillo asked if dates could be circulated to the Board for May for the Miami trip and Mr. Wren said yes. Mr. Ropes said the Mr. Kasdin offered to coordinate meeting with the appropriate private sector representative, as well as City officials if needed.

R-6 Hanging Flower Baskets Recommendations

Mr. Wren said he would be seeking a motion on this item today. He said a year trial was completed to understand the impacts the harsh weather conditions would have on the artificial plant material. He also said two basket sizes were compared during the trial. He referred the Board to the trial results included in their backup and explained that the product looks great and he recommends moving forward with implementing the program based on the larger basket size and new locations. He said staff is proposing to locate the baskets along Andrews Avenue from SE/SW 2nd Street to SE/SW 7th Street. Mrs. Van Zandt added that staff is also proposing to locate baskets along SE/SW 2nd Street from the FEC tracks to SE 1st Avenue utilizing the DDA poles from the 2nd Street streetscape demonstration corridor project. She said the City has offered to install the brackets and baskets. ***Mr. Fazio made a motion to move forward with implementing the project based on the larger baskets***

and the new locations. Mr. O'Shea seconded. By roll call, all were in favor.

DIRECTOR'S REPORT

D-1 News Articles

All information was in their packages.

D-2 DRC Projects in Downtown

Mr. Wren said staff will be tracking what is going on in the downtown and will provide updates when the demographics reports are presented.

D-3 Smart Growth Partnership, April 4th-Gloria Katz

All information was in their packages.

Heather Parnass wanted to update the Board on the comparable ("comp") information that was previously discussed. **She said in the 4th quarter of 2012, the average price per square foot for condos was \$285. She said she would forward that to the Board.**

As there was no other business, Chairman Petrillo adjourned the meeting at 9:35 a.m.