

**APPROVED**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, JUNE 10, 2009 – 3:45-5:15 P.M.**

**1/09 – 12/09**

<b>Board Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
Ralph Riehl, Chair	P	6	0
Mark Budwig (dep. 5:15)	P	5	1
Patricia DuMont	A	5	1
Adam Sanders (arr. 3:58)	P	3	3
Mark Krom, Vice Chair (dep.5:04)	P	6	0
Sean de Vosjoli	A	5	1
Susanne T. McCoy	A	4	1
Christopher Denison	P	1	1
Miya Burt-Stewart (dep. 5:06)	P	2	0
Sheryl Dickey	P	2	0
Dev Motwani	P	1	0

As of this date, there were 11 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

Stephen Scott, Economic Development Director  
 Karen Reese, Economic Development Representative  
 Earl Prizlee, Engineering Design Manager, CRA  
 Wayne Jessup, Deputy Director, Planning and Zoning  
 Ella Parker, Planner III  
 Patricia Smith, Economic Development Secretary III  
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

**Motion** made by Mr. Motwani, seconded by Ms. Dickey, that the Beach Master Plan, prior to its completion, include a parking study relating to the parking Code relating to private development. In a voice vote, the **motion** carried unanimously.

**I. Call to Order & Introductions**

Chair Riehl called the meeting to order at 3:50 p.m. Roll was called and it was determined a quorum was present. He invited the new members to introduce themselves at this time.

New Board member Christopher Denison stated he had moved to the City as a child, and moved away briefly, to return in 1971. He has been in the boat building and repair business for most of his life, and is currently in the marina/real estate business.

Dev Motwani was reappointed to the Board by Mayor Seiler and is “glad to be back.” His family has lived in the Fort Lauderdale area for over 20 years, and he owns, operates, and develops hotels and other real estate in the City.

The returning Board members introduced themselves as well.

## **II. Approval of May 13, 2009 Minutes**

**Motion** made by Mr. Budwig, seconded by Mr. Motwani, to approve the minutes of the May 13, 2009 meeting. In a voice vote, the **motion** carried unanimously.

## **III. Introduction of New Members**

Chair Riehl noted that these introductions had already been made.

Before moving on with the Agenda, Chair Riehl informed the Board that there are four restaurants on A1A to whom it was suggested that sidewalk cafés could greatly enhance the area. Mr. Scott arranged for some City officials to meet with these businesses and help make this effort possible. Chair Riehl displayed a poster of the area from Las Olas Boulevard to 5<sup>th</sup> Street, showing where the existing restaurants will expand onto the sidewalk.

He then presented Mr. Scott with files provided by the restaurants, including information required for their applications as well as photos of what their proposed sidewalk cafés would look like. Chair Riehl announced this expansion will mean 25 new jobs in the City.

Mr. Scott advised that this effort has been important to Chair Riehl “for a long time,” and added that many smaller businesses are often “intimidated” by the bureaucracy they face in matters of licensing. In this case, there is an FDOT lease required to place tables along A1A. He reported that soon they expect to have permits for the sidewalk tables.

Chair Riehl encouraged the Board to support this effort with City Commissioners and Staff.

## **IV. Downtown Development Authority Update**

Chris Wren, Executive Director of the Downtown Development Authority, explained he would go through a PowerPoint presentation about the important

events in the Downtown area. He advised that the DDA is a partner in some of these efforts and is seeking other partners as well.

He began by showing an image of the Boat Parade, which began coming to the Downtown area two years ago, as it had several years previously. The DDA attempts to come up with events that will bring people to the Downtown area “as an economic development engine.” He pointed out that Delray Beach, located to the north of the City, has a “very interesting model” that has increased retail along their boulevard: they bring in events and create “foot traffic,” and encourage retailers to lease space in these successful areas. He felt the City should take similar steps by hosting events and encouraging pedestrians to come to the Downtown area, not necessarily with only one destination in mind.

He added that the DDA is concerned about “brightening up” some of the Downtown spaces during nighttime, as many visitors wait until nightfall to visit the area.

Mr. Wren advised that the DDA has been in existence since 1975. He works for a seven-member Board of Directors, which is appointed by the City Commission. They are an independent organization that taxes the area’s commercial properties, and attempt to improve the area for cultural, governmental, and commercial interests. These are all part of an attempt to “continue building a world-class city.”

Some steps in this effort include finding partners to shore up financial gaps. In the 1970s, a bond referendum generated funds that helped create the Performing Arts Center and the Museum of Art; this was done again in 1999 to finish up some of the areas left incomplete after the first effort. This included finishing construction of Huizenga Plaza, the “light art” project in the City’s fountains, and partnering with the City to create streetscapes.

In 2003, Mr. Wren pointed out, some of the corporate interests in the nation still saw Fort Lauderdale primarily as a “spring break” destination; they had considered a marketing effort to change this, but did not have the necessary “millions of dollars” to saturate a national market. He felt the City should still be concerned with this, and should emphasize, even locally, the Downtown area and some of the activities the City hosts.

The DDA has partnered with the City to create the Master Plan, which is currently undergoing “revisions and refinements.” Some early efforts included the trolleys on Las Olas Boulevard, and creation of a small plaza in that area as well.

The DDA has partnered with the Federal, State, City, and County governments over the past six years to generate interest in an “electronic streetcar project.” He explained that the Federal government has helped provide this and other efforts

with “seed money” to show the community that they are behind the project. Creation of a streetcar/rail project generally takes between eight and ten years, Mr. Wren estimated.

Other accumulated funds will go toward streetscapes, which, in addition to events, marketing, and a transit system, are needed by the community and can help spur economic development and improve overall quality of life. There are also funds that can help improve the existing trolley system with “real-time” information.

In October 2008, he had helped create a volunteer ambassador program, which includes 19 ambassadors performing this role as a community service. There is a low expense involved, and this program also helps improve quality of life for residents and visitors alike. The ambassadors greet people on weekends, provide directions, and discuss community events.

Regarding streetscapes, Mr. Wren showed one such plan on Las Olas Boulevard, and emphasized the need to get shade trees in this area. These streetscapes will help the Downtown area have a vibrancy and comfort. Necessary components for a good streetscape include proper design, ample space, and overhead greenery, he asserted.

He showed a streetscape on Federal Highway, pointing out that this “urban design/quality of life statement” is what is needed to improve Downtown, along with other urban areas, such as the beach.

The DDA’s vision for the Downtown area “is not going to be easy,” as it can take a long time and a large amount of money: a “thumbnail” estimate of the cost required simply to finish Downtown would be approximately \$200 million. Mr. Wren asserted, however, that this can be implemented incrementally, which involves some of the DDA’s next projects.

He noted that something should be done for areas “blighted” by the current economic downturn; as these areas could remain unoccupied and “ugly” for roughly four to five years, the DDA plans to make temporary improvements. Their concept is to move fencing in these areas back by 10 ft., which would “capture another 10 ft. of public realm,” and consider planting trees, possibly in containers so they could be moved when the time comes. The fencing would be “art-wrapped,” as would the walls in the background, and temporary lights could be added for lighting at night. The Riverwalk Trust and other partners plan to populate these spaces with Indian art. In addition, street performers, including musicians, could be hired to perform on weekends or happy hours.

He summed up that this is not believed to be an overly expensive project, and the DDA plans to start it soon. He felt the artwork could become “iconic,” and the

City could create an “art walks” attraction in these areas to increase pedestrian traffic.

There is also an “adopt-a-tree” concept to encourage treescapes. The DDA is attempting to replace palms with oaks, which would create a shade tree environment for residents and visitors alike. They have obtained business partners who have agreed to pay for the project, while the DDA plans to assist them with the permitting process.

Mr. Wren added that Mayor Seiler had requested his help in re-starting a St. Patrick’s Day Parade; the coming year’s theme will be “authentic and family.” It is planned to start as a small project; some years ago, in the heyday of the previous St. Patrick’s Day Parade, the event had attracted 100,000 people into the Downtown area. For the upcoming parade, Huizenga Plaza is planned to be the center of the event. He noted that they are attempting to keep the cost of the event low; the largest cost for events of this nature is usually in police and fire protection.

Mr. Wren went on to note that the DDA had also looked at the demographics of the Downtown area; office space is at approximately 18% vacancy, and there is a 12% residential vacancy between condominiums and renters. He noted that it is sometimes difficult to determine occupancy, as some residents only live in the City for part of the year. There are 120 units that have been built but never sold. He asserted that in demographic terms, “this means we’re healthy.”

He continued that the DDA wishes to redesign its park, as the original design “slopes up to the stage.” They have contributed \$500,000 toward Tunnel Park, which is in a transitional space between the east and south sides; the project has already gone out to bid, and construction is expected to start “within a couple of months.”

The DDA has partnered with the residents to improve lighting, Mr. Wren noted, and some residents have received an NCIP grant toward this effort. The DDA’s Board of Directors has pledged \$35,000 to help with the project, as poor lighting has contributed to some crime in the area. They have also discussed the possibility of creating a separate Downtown police District with City Staff and the City Commission.

The DDA is also partnering with the creators of the Riverwalk Public Realm Plan, which is an attempt to create a “vibrant Downtown” filled with activities, events, and infrastructure to support them. They have also approached the various utility providers, along with City Staff, regarding undergrounding of all Downtown utilities.

“The Wave” is a transit project that would connect the Downtown area to various regions of the City, as well as an airport-seaport connection. Chair Riehl felt this last connection in particular should be “priority one.” Mr. Wren added that the beach connection is also of great importance to both the Downtown and beach areas.

He described the project as “southbound-northbound,” noting that transit would create more improvement as it spreads throughout the community. The design concept is for overhead electricity, and the DDA has reached out to Florida Power & Light to ask if they might contribute some of this power supply. Stations would be ADA-compliant and contain real-time information. As they will be light-synchronized, traffic flow will actually be improved by the addition of this system. There is also a streetscape component around the proposed stations and crosswalks, including shade trees and lighting. The overall cost would be \$125 million.

Mr. Wren explained that in Portland, Oregon, the implementation of a similar system took roughly eight years, and the “economic benefit” of their rail system is impressive. He asserted that this infrastructure project would help the City experience some economic recovery, as well as direct growth to a Downtown area that has sufficient infrastructure to handle such growth.

The DDA is carrying out an assessment to help fund the remaining portion of the project, which involves asking some parts of the community to tax themselves; Mr. Wren pointed out, however, that even in a distressed economy, there is still a great deal of support for the project, partly because “it will help finish building Downtown.” Greater retail in the Downtown area will also be stimulated by the project.

Mr. Wren stated this concluded his presentation.

Ms. Burt-Stewart noted that the Wave would affect street capacity in a close area, and asked how this would be dealt with. Mr. Wren explained that the Wave would not operate in a designated lane; in addition, he reminded the Board that the synchronized traffic light system would help guide the flow of traffic, and cars could drive in front of or behind the vehicle. He agreed that traffic “may encounter some bumps,” but cars may drive over the tracks in the road. The greatest difficulty in cities with a like system affects bicycle traffic; once the system is being designed, the City may ensure that there are bike lanes.

Ms. Burt-Stewart asked if there is any anticipated buildout of the streets, such as widening. Mr. Wren stated there is not, as the infrastructure is too old and the buildings are too close for streetscapes in many areas.

He added that more detailed information is possible, if the Board would like him to provide it, and took the Board through a detailed map of the proposed Wave routes. The original plan, he noted, was for a “big loop,” but the prospective cost had been prohibitive. Mr. Wren added that the Obama Administration is “very supportive” of rail systems and similar infrastructure improvement projects.

Ms. Burt-Stewart asked how such a system would help combat global warming. Mr. Wren responded that the City had to prove that this system, which is electric, would improve air quality; they have already demonstrated that this is a “very green” project, he asserted, noting that some of the kiosks and other features in the station will operate on solar power.

He added that while there is some pollution associated with electricity, it is considerably less than what results from fossil fuels. The European rail model, he noted, operates on battery power, but this has not yet been approved by the Federal government, as crash rating standards are higher in the U.S.

Regarding funding, the Federal government is expected to pay 60% of the project’s costs, the State will pay 20%, and the local government must pay 20%. Mr. Wren noted that Broward County voted unanimously to be the owner/operator of the system.

At this time Chair Riehl recognized Earl Prizlee, Engineering Design Manager, who had developed a new turtle lighting system for use on the beaches. Mr. Scott added that other cities are now copying the design, and the City will recognize Mr. Prizlee for his work on this project in the future.

Mr. Scott asked Mr. Wren if there is reluctance by property owners to allow fencing to be moved back 10 ft. Mr. Wren replied that he was not meeting this sort of resistance, and offered to help Mr. Scott with his similar effort.

Chair Riehl thanked Mr. Wren for his presentation.

## **V. Beach Master Plan – Sasaki Update**

Mr. Jessup, Deputy Director of Planning and Zoning, noted that Ms. Parker has spent over a year as project manager on this effort. He pointed out that this plan is an effort to synchronize the various incremental steps the City has taken for the past several years toward improving the beach: the plan is to make the beach area “more lively,” and raise the overall quality of the experience so people would want to spend more time in the beach area.

One step, he noted, was holding “extensive stakeholder interviews” with members of the business and residential communities, asking what these individuals wanted the beach to become. While there have been some

differences, Mr. Jessup hoped the result is a “consensus document,” so the majority of the stakeholders feel they have a plan that will work for the beach area.

One important aspect that arose from these conversations, he went on, is an emphasis on enhanced connectivity, from the “active beach strip” to the hotel District and the community areas, none of which are currently connected. The plan hopes to create more pedestrian-oriented spaces, including some for families and children. In addition, many of the activities in the beach area are expensive, perhaps prohibitively so for some. The intent is for all City residents and visitors to have a way to experience the beach.

Other considerations include preserving the high-quality aspect that has come to the beach as a result of some of the high-end hotels and resorts, and preserving the architectural character of the beach, particularly in the North Beach area. This would mean encouraging preservation while maintaining property rights as well. Another consideration is signage, for which improvements are already underway.

Mr. Jessup identified specific “character areas” on the beach and how these specific areas could be enhanced. They include the following:

- Marina Area, by Bahia Mar and the Aquatics Center;
- Central Beach Entertainment District, where Las Olas Boulevard comes down to the beach;
- Mid-Beach Area, which is primarily residential- and hotel-oriented;
- North Beach, the beach’s only “lower scale” residential community;
- Bonnet House Park/Sunrise Lane area.

He pointed out that the City owns a substantial amount of property in the area, which, if properly developed, could become “catalysts” to encourage appropriate development on the beach and interconnect the various segments of the beach. Mr. Jessup also pointed out that plans are already underway for the South Beach area, with the Aquatics Center Proposal, and the Bahia Mar proposal.

In both the Bahia Mar and Aquatics Center areas, Mr. Jessup noted that pedestrians are not encouraged to walk along the Intracoastal Waterway; one proposed improvement would be an “Intracoastal Promenade,” or a boardwalk area that offers an alternative to the Beach Promenade experience. There would also be retail opportunities in this area. He described this as “adding another dimension” to the overall beach experience.

One of the most important aspects of the plan, he stated, is the arrival to the beach on Las Olas Boulevard, which is considered the “gateway to the beach.” This presently offers a view of a parking lot. This is an area that is being carefully studied for the best possible experience.



Vice Chair Krom noted that 17<sup>th</sup> Street seems to be the primary entrance to the beach, rather than Las Olas Boulevard. Mr. Jessup agreed that a good deal of traffic enters the area from this point, and Sunrise Boulevard is another heavily traveled entrance. He clarified that Las Olas Boulevard is the “focal point” or “downtown of the beach,” as it connects the beach to the City’s more urban area. He agreed that other entry points should be studied as well.

Ms. Parker pointed out that Las Olas Boulevard is a “significant” and “familiar” street, strongly identified with the City; she explained that the opportunity here is to create a public gathering place instead of a parking lot, which can be appreciated by tourists and residents alike.

The North Beach area, Mr. Jessup continued, contains significant hotel properties and other structures along the beach before it “drops down” into a residential area. Another aspect that is under consideration is how to develop Breakers Avenue, which could create a “much more vital” location. Vice Chair Krom asked if there has been any thought given toward “layering” this area by adding a commercial aspect to the existing residential one. Mr. Jessup replied that there have been requests by residents of this area to add retail and perhaps cafés, which would accommodate hotel guests as well as neighborhood residents. It could also serve as a pedestrian connection to the Bonnet House.

Moving on to the Sunrise Lane area, Mr. Jessup noted that “use changes” cannot be made at this point because lack of parking is a problem. He felt a parking garage would help alleviate this and “save the character” of the area as well.

From all these considerations, Mr. Jessup asserted, a framework has been developed that provides a way to look at the beach area and potential implementation strategies for the private sector and the City alike to contribute to the beach. In addition, there is an opportunity to improve the beach’s streetscapes and make them more shaded and comfortable.

He showed a slide of the “Las Olas Gateway,” which maintains the view of the ocean and creates a plaza for community events. A water taxi stop is proposed, as is a trolley, to drop people off in this area. Almond Avenue would also serve as a pedestrian and vehicular way, with retail on both sides of this street to create a “village effect.”

Chair Riehl asked how parking would be accommodated in this area. Mr. Jessup stated that the parking structures provided in the plan would add roughly 1000 public parking spaces to the beach, including a three-story structure. People would continue to be able to park at and walk to the beach.

Chair Riehl asked what would become of the existing buildings in this area. Mr. Jessup responded that this would be up to the individual property owners. A

walkway with retail on both sides was discussed; the attempt, Mr. Jessup added, is to “create more links” between the retail area and the beach.

Mr. Motwani felt “the plan is great,” although he pointed out that practical issues might make it worthwhile to have a backup plan that is “more closely based upon existing conditions,” as well as one that takes property ownership and rights into consideration. Mr. Jessup acknowledged that the plan could not be “forced” upon any of the owners in this area; nor is that the plan’s intention, he emphasized. He described the plan in this case as “something to consider,” and added that it “would not be codified in any way.”

Chair Riehl asked if there were steps to take the City from present conditions to the plan that Mr. Motwani had difficulty envisioning. Mr. Motwani felt the plan would require “a leap of faith” that people will be willing to “give up their rights,” including the ability to build in this area. He noted that there has been discussion of implementing the plan “at the ground level” and building above this, to create a breezeway effect that would still allow the desired connectivity.

Ms. Parker affirmed that “this plan is meant to be very flexible,” and added that Mr. Motwani was proposing some good ideas. Mr. Motwani asked if the planners could discuss how the plan is meant to interact with the present Code.

Mr. Jessup stated that, save some parts of the North Beach area, the plan does not anticipate changes in Code; he reiterated that the plan is only reflective of suggestions. Some floor plate sizes have been identified that are being adjusted, as it was brought to the planners’ attention that these proposed sizes were “smaller than what seems practical,” for example. Another suggestion in the North Beach residential area was that setbacks might be reduced if buildings are lowered. Mr. Jessup explained the difficulty in that case is how the existing residential area’s scale might be maintained without taking away the owners’ rights to build to the greatest allowable density. He pointed out that while reducing setbacks might be an incentive in this case, it is not intended to be a requirement.

Mr. Motwani noted that it is important to anticipate the reality of what might happen when a plan is implemented; while a plan might be intended to serve as a guide, once implementation begins it can “effectively become a rule of law.” He praised the idea of incentivization, which might allow all interests to work toward a common goal.

He expressed concern, however, that it is difficult to stimulate economic growth on the beach, and if there is “confusion or contradiction” involved with implementation of the plan, it could create a “prolonged period of stagnation” in this area. If property owners “go along with” the plan, he felt it could limit what they might be able to do with their property at a later time, and this could lead to

a negative outcome overall. He suggested that these possibilities might be considered and addressed by the plan ahead of time so as to avoid delaying further potential economic growth on the beach.

Mr. Jessup assured Mr. Motwani and the Board that this is the ultimate goal, and pointed out that the Downtown Master Plan might be used as a prototype for implementation of the Beach Master Plan. He noted that since the Downtown Master Plan was passed in 2003, 16 major projects have come through that area, all of which have been approved by the City Commission; Mr. Jessup felt that this is in part because the Downtown Master Plan “clearly identified...the goals,” and allowed for flexibility by developers in following the plan’s intent.

He added that the particular issue they were discussing is not representative of the majority of the plan, and reiterated that incentives could be used with the intent of creating a “better quality community.”

Chair Riehl felt Mr. Motwani’s point was “well taken,” as the City does not wish for development to stagnate; however, should stakeholders resist coming “on board” with the plan, he asked if the focus should move from the gateway area to the “hub,” and move forward with the plan’s other aspects. He suggested finding out where the stakeholders stood on this issue. Ms. Parker assured the Board that the City is working on this, and has scheduled additional meetings with some of the area’s stakeholders to hear their feedback. Chair Riehl noted that the Board would be interested in hearing how these discussions develop, and invited the planners to address them again in the future with another update on this issue.

Vice Chair Krom departed the meeting at this time (5:04 p.m.).

He concluded that the Board would like to assist in bringing about an agreement between the stakeholders and the plan. Mr. Jessup replied that the current state of the discussion is to listen to all interested parties, including the Board, and make responsive adjustments to the plan.

Ms. Dickey pointed out that perhaps a feature could be built into the entrances to the beach that would introduce people to this area of the City. Ms. Parker noted that there is a “way-finding system” currently in development, and the gateways are an important component of this study. She added that the signage developed as a result could eventually be incorporated throughout the City if it is economically feasible.

Ms. Burt-Stewart departed the meeting at this time (5:06 p.m.).

Mr. Scott offered to look into the progress of this study and report this to the Board; he suggested that when it has reached a point at which the City is ready to discuss their conclusions, he could invite the principals to address the Board.

Mr. Motwani noted that the EDAB was instrumental in placing improved signage from I-95 to Sunrise Boulevard, which could result in this location's becoming an even more major gateway to the beach area.

With regard to improving the pedestrian experience, Mr. Motwani continued that while no one would be against this, the issue from a redevelopment standpoint is the lack of shared parking within the parking code requirement for commercial redevelopment. He recommended that a parking code study should be considered to look into the parking requirements for redevelopment, which he felt were the only aspect inhibiting the creation of more retail. He added that every developer seemed to agree on this, and perhaps a study could show that shared parking could be a future consideration. Mr. Jessup agreed, and commented that the plan has identified this issue as one that should be explored further.

Mr. Motwani felt modification of the parking requirements would encourage the creation of more "street-level" retail; as it stands now, a mixed-use entity often necessitates the creation of a large parking structure, as there is no possibility for shared parking. Chair Riehl offered that this also detracts from the pedestrian experience.

Chair Riehl asked where the City Commission stands on the parking issue. Mr. Jessup advised that this presentation has not yet been made to the City Commission; Chair Riehl invited the Board to formalize their support of a parking study if they so wished.

**Motion** made by Mr. Motwani, seconded by Ms. Dickey, that the Beach Master Plan, prior to its completion, include a parking study relating to the parking Code relating to private development. In a voice vote, the **motion** carried unanimously.

Ms. Parker requested clarification of this issue, asking if the motion recommended a study separate from the Beach Master Plan. Mr. Motwani confirmed this, and added that he did not feel the plan would be viable without a study of this nature.

Mr. Budwig departed the meeting at this time (5:15 p.m.).

Mr. Denison asked if the shared parking use might be anticipated in the plan, which could eliminate the need to make changes to the plan when a study was complete. Chair Riehl replied that he felt the issue was "proven" after seeing the effect of the current parking requirement for several years.

Mr. Jessup explained that there would need to be “ordinance language” supporting the study’s findings, even if these findings could be anticipated. Ms. Dickey contributed as well that if a study is not done, all developers would have to request a variance from the current parking requirement.

Mr. Jessup showed another view of the Las Olas Boulevard Gateway, noting the suggestion of a park and a marina in these areas. These would contribute to the creation of a “beach promenade,” with restaurants and other contributions to the pedestrian experience.

He moved on to a view that showed a connection from the Intracoastal Waterway to Channel Square, which could allow arrival by water taxi; Mr. Jessup noted that the idea behind this conception is to have several activities going on in this area, which would make the trip from the parking garage to the beach seem less of a long walk.

An alternative to this would be public/private partnerships, which, while not popular with many interests in the beach area, could provide necessary funding for some of the projects.

Mr. Jessup showed slides of a proposed connection between D. C. Alexander Park and the Aquatics Center, which could involve an interactive fountain play area for children and perhaps a café or restaurant nearby. This would help activate this area between the beach and the Intracoastal Waterway, he pointed out.

Moving on to the Alhambra lot, he suggested that a larger parking garage could encourage more people to go to this part of the beach. Retail, parking, and a water taxi stop contributed to this part of the plan. Mr. Jessup advised that a public/private partnership could help pay for improvements to this area as well.

It was noted that, although there could be a question regarding the submerged land lease, there is room for more docks or even a small marina on the Intracoastal Waterway at one point. This could also help revitalize the area through marine industry activity.

Mr. Jessup noted that streetscapes could be improved by adding landscaping and shade trees, and possibly by decreasing the size of roadways such as Birch Road. This would help create a more “high-quality place to live.” He showed a slide of proposed changes to Birch Road, including addition of a median with bike paths, on-street parking, and “more gracious” landscaping.

He showed a slide of Breakers Avenue, for which retail space could be encouraged to create a more pedestrian-friendly environment. Bike paths may also be possible on A1A, although “limited rights-of-way” on this roadway would

limit alternatives as well. A traffic capacity study would be necessary to implement some of the proposed changes, such as restricting the roadway to one lane plus a turning lane in either direction.

Ms. Parker noted that if Board members wish to see additional details of the proposed plan, they are also available through the City's website.

Mr. Jessup gave a brief review of some of the items discussed, categorizing these concerns as short-, intermediate-, and long-term. Short-term concerns include the focus on the Las Olas Boulevard gateway area. A market study identified the market potential of the river, and its development value, as well as the possible cost of public improvements. The study shows that typically, the national ratio of public improvements relative to what they leverage is a three-to-one ratio; in this case, the ratio would be five-to-one, which could justify and encourage public improvements.

Chair Riehl asked for the timeline of presentation of this plan to the City Commission. Ms. Parker replied that after additional stakeholder meetings, the meeting is anticipated to take place in October or November. She noted that they have received direction from the City Commission to follow through with some of the additional stakeholder input.

Chair Riehl thanked Mr. Jessup and Ms. Parker for their time and their presentation.

## **VI. Chair Report**

Chair Riehl referred the Board to the previous month's Chair Report.

## **VII. Director's Report**

Mr. Scott stated that since time was short, and some members had had to depart previously, he would send the Director's Report via email.

## **VIII. Old/New Business**

Mr. Denison informed the Board that there is a boatyard called Allied Marine, across from the Riverwalk, that had once been a major builder and service company in the area; they had recently laid off several employees and were forced to downsize. He advised that this area had since been leased to roughly 75% of its capacity, with a substantial anchor tenant operating service and other boat building interests, including aluminum fabricators and brokers, moving in as well. The lease is for five or six years, and he reported that these were very positive and encouraging signs for the local economy.

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He referred to the discussion at the previous month's meeting of amending an ordinance to provide incentives to companies creating more than 10 jobs, as opposed to those that create more than 100 jobs. Mr. Scott reported that the amended ordinance had unanimously passed the first reading, and he had no reason to expect "any trouble" in the future. He felt the amended ordinance would be law very shortly. He added that details would be provided in his email to the Board members.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:30 p.m.

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

attachments



City of Fort Lauderdale  
*Planning & Zoning Department*

**Central Beach Master Plan**  
**Las Olas Gateway Plan**





# Stakeholder Comments..

- Enhance Pedestrian Environment
- Enhance Public Open Spaces
- Central Beach Missing Public Parks, Green Spaces, Performance/Cultural Venues
- City-owned Parcels should be Public Open Spaces
- Lack of Usable Public Space on Intracoastal Waterway
- Preserve Views to Intracoastal Waterway
- Enhance Access to the Water
- Enhance Gateways to the Beach
- Improve Bike Lanes & Facilities
- Provide Amenities for Residents & Tourists
- Provide a Better Mix of Uses
- Provide Proximate Parking
- City owned Parcels Underutilized
- Improve Sunrise Lane Area
- Make Bonnet House more Visible & Accessible
- Assist NBRA with Development Incentives & Flexible Building Codes
- Possible Parking Requirement Adjustments
- Too Many Waivers
- Previous Plans not Fully Realized



# Urban Design Principles



**1. Enhance connectivity to create a continuous Central Beach experience**



**2. Expand opportunities for pedestrians to experience the active edge of the Intracoastal waterway**



**3. Create a symbolic center / gathering place at Las Olas Boulevard and mark the other entries to Central Beach**



**4. Create a variety of usable public spaces for daily use as well as special events and performances**



# Urban Design Principles



**5. Make streets more pedestrian oriented with attractive shaded sidewalks with cafes, restaurants, and shops**



**6. Create places for families and children**



**7. Preserve and enhance the architectural resources of the Central Beach**

**8. Promote a mix of uses / a mix of users**

Encourage future redevelopment to include a mix of uses, especially on key pedestrian oriented streets where active uses will contribute to the life of the street.



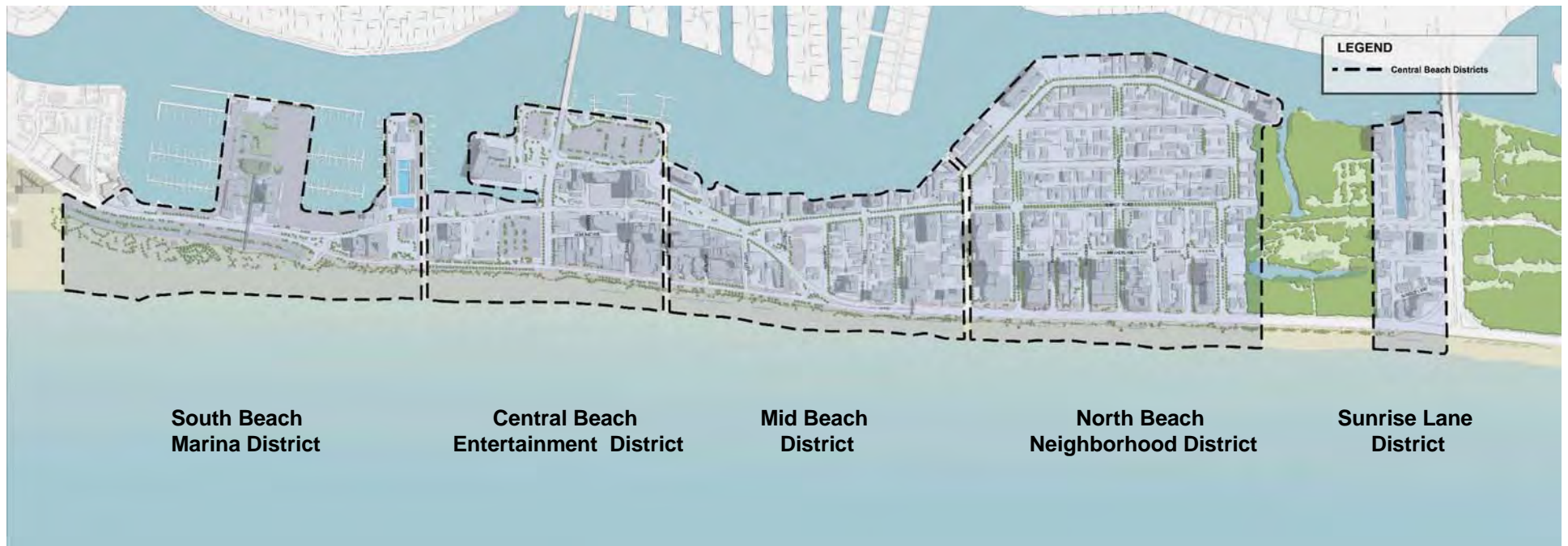
**9. Establish a comprehensive identity and way finding system**



# Thematic Districts

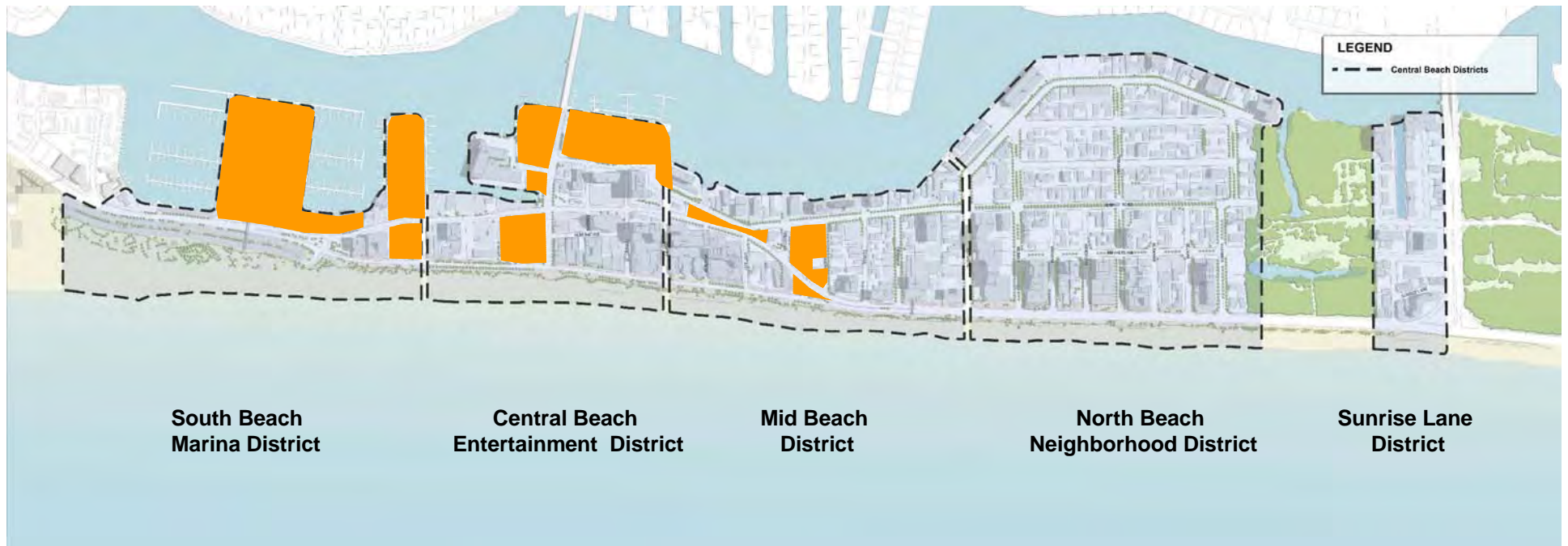
Defined by use & character & walkable distances

- South Beach Marina District
- Central Beach Entertainment District
- Mid Beach District
- North Beach Neighborhood District
- Sunrise Lane District



# Thematic Districts / City Controlled Parcels

- **South Beach Marina District**
  - Bahia Mar
  - Swimming Hall of Fame
  - D.C. Alexander Park
- **Central Beach Entertainment District**
  - Oceanside Plaza
  - Las Olas / Birch Street Parking Lots
- **Mid Beach District**
  - Alhambra / Sebastian Parking Lot



# South Beach Marina Opportunities

Improve pedestrian walk from Las Olas to Swimming Hall of Fame & Alexander Park – connect to the beach and ICW promenade

Improve Swimming Hall of Fame and Alexander Park - connect to the beach and ICW promenade

Create 'green' edge and pedestrian promenade along ICW at Bahia Mar

Enhance parking and add more amenities at South Beach Park (restrooms, concessions, playgrounds, etc.)



# Central Beach Gateway Opportunities

Mixed Use development with retail/restaurant uses focused on Almond Street to enhance public realm

Enhance parking and access to ICW

Potential turning basin and water taxi stop

Potential location for landmark / public space

# Mid Beach Opportunities



Enhance overlooks and views at Intracoastal

Enhance and expand parking  
Make new open space as the northern counterpoint to Alexander Park  
Improve pedestrian connections between ICW and the beach



# North Beach Neighborhood Opportunities

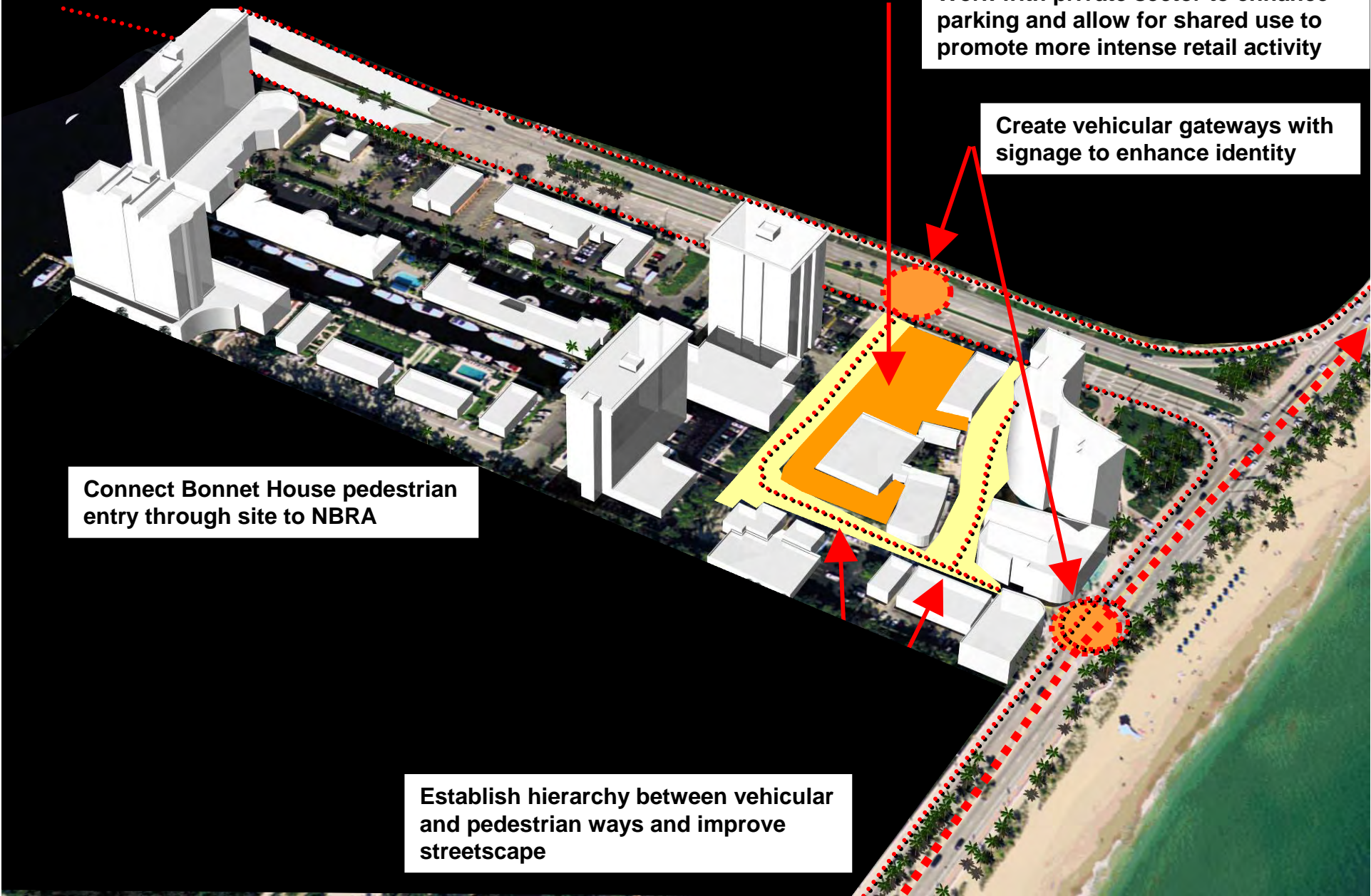
Improve streets over time to enhance the pedestrian environment and increase on-street parking

Consider pedestrian entry to Bonnet House

Breakers District: Pedestrian friendly street with retail, cafes, galleries, etc.

Birch Road Promenade: add planting and revise parking on Birch Road to create pedestrian oriented street & improve lighting

# Sunrise Lane District Opportunities



Work with private sector to enhance parking and allow for shared use to promote more intense retail activity

Create vehicular gateways with signage to enhance identity

Connect Bonnet House pedestrian entry through site to NBRA

Establish hierarchy between vehicular and pedestrian ways and improve streetscape



# Conceptual Framework for Public Improvements



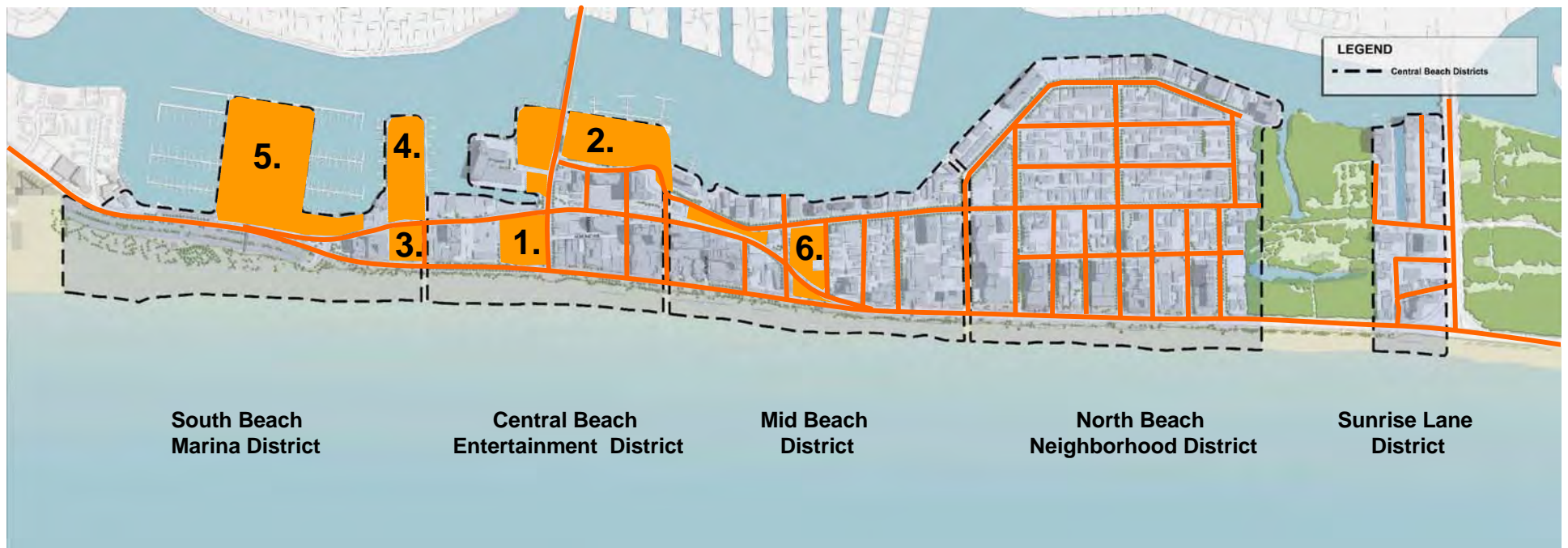
City of Fort Lauderdale  
*Planning & Zoning Department*

Central Beach Master Plan  
Las Olas Gateway Plan

S A S A K I

# Central Beach Public Realm Opportunities

1. Las Olas Gateway / Oceanside Plaza
2. Las Olas & Birch Street Parking Lots
3. D.C. Alexander Park
4. Swimming Hall of Fame
5. Bahia Mar
6. Alhambra / Sebastian Parking Lot
7. Streetscapes



# Las Olas Gateway

**The Point**  
 Public seating  
 Café  
 Public Parking

**Channel Square**  
 Water Taxi  
 Cafe  
 Boardwalk  
 Restaurant

**Plaza**  
 Iconic Fountain/Sculpture  
 Café w/ Outdoor Seating  
 Outdoor Performance  
 Shade Structure  
 Palm Grove  
 Market Days  
 Media Screen

**Oceanside Plaza**  
 Expanded plaza for gathering



**Intracoastal Park**  
 Large green multi-use  
 Seating  
 Game Tables  
 Café/snacks  
 Restrooms  
 Performance Lawn  
 Children's Park  
 Bocce Courts  
 Rework marina access  
 Park parking



# Oceanside Plaza - A Gathering Place, Entertainment Hub and Landmark

## Between the Waters

Walkway  
Views to water  
New green space

## Channel Square

Water Taxi  
Cafe  
Boardwalk  
Tourism/Offices

## Public Facilities

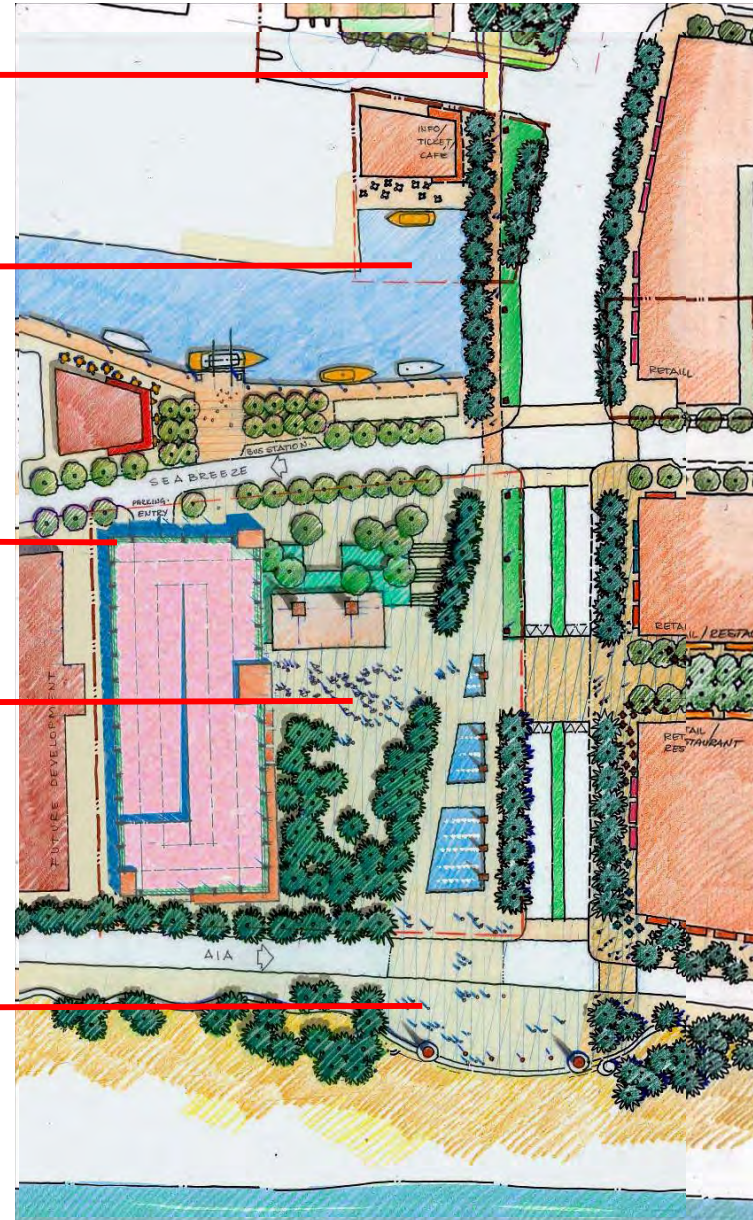
Parking (400 cars vs. 243 existing)

## Oceanside Plaza

Iconic Fountain / Sculpture  
Vendors w/ Outdoor Seating  
Outdoor Performance / Shade Structure  
Palm Grove  
Media Screen  
Outdoor Market

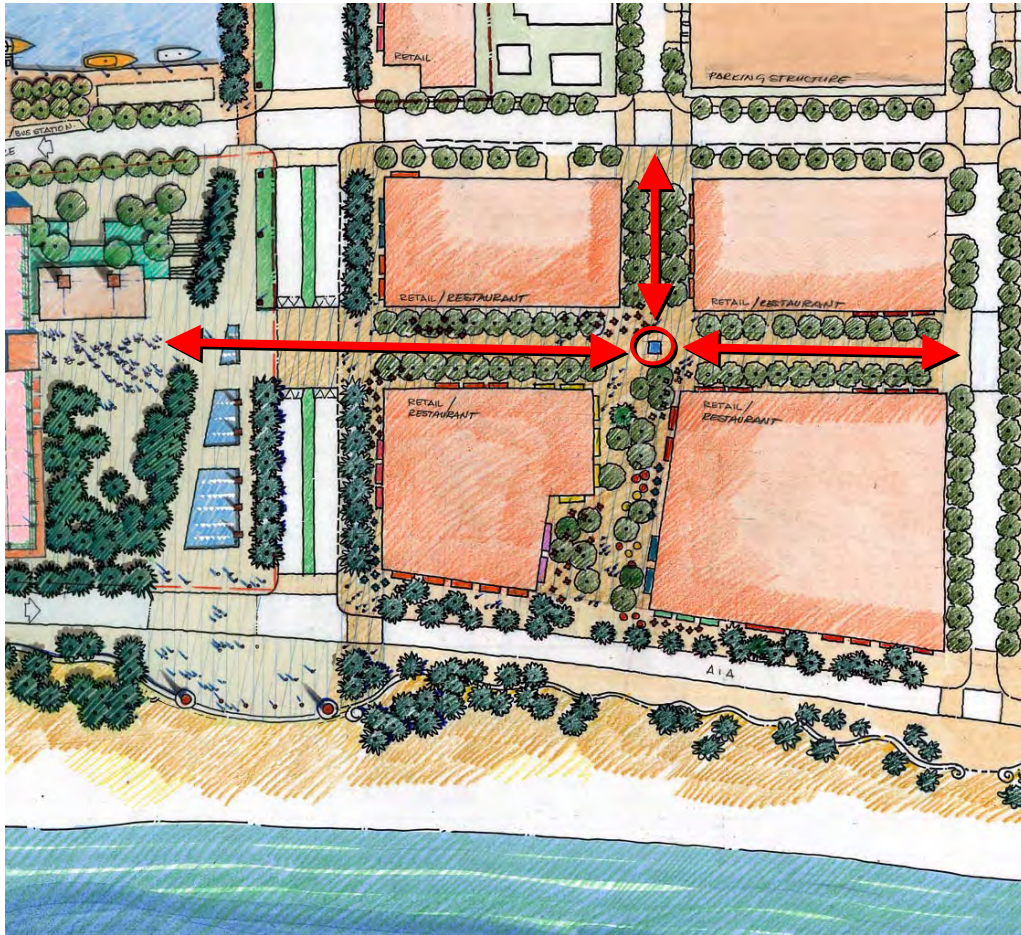
## Beachside Pedestrian Improvements

Gateway Beacons  
Expanded Plaza & Steps  
Potential Event Staging



# Almond Avenue

Mixed Use development with retail/restaurant uses to enhance public realm

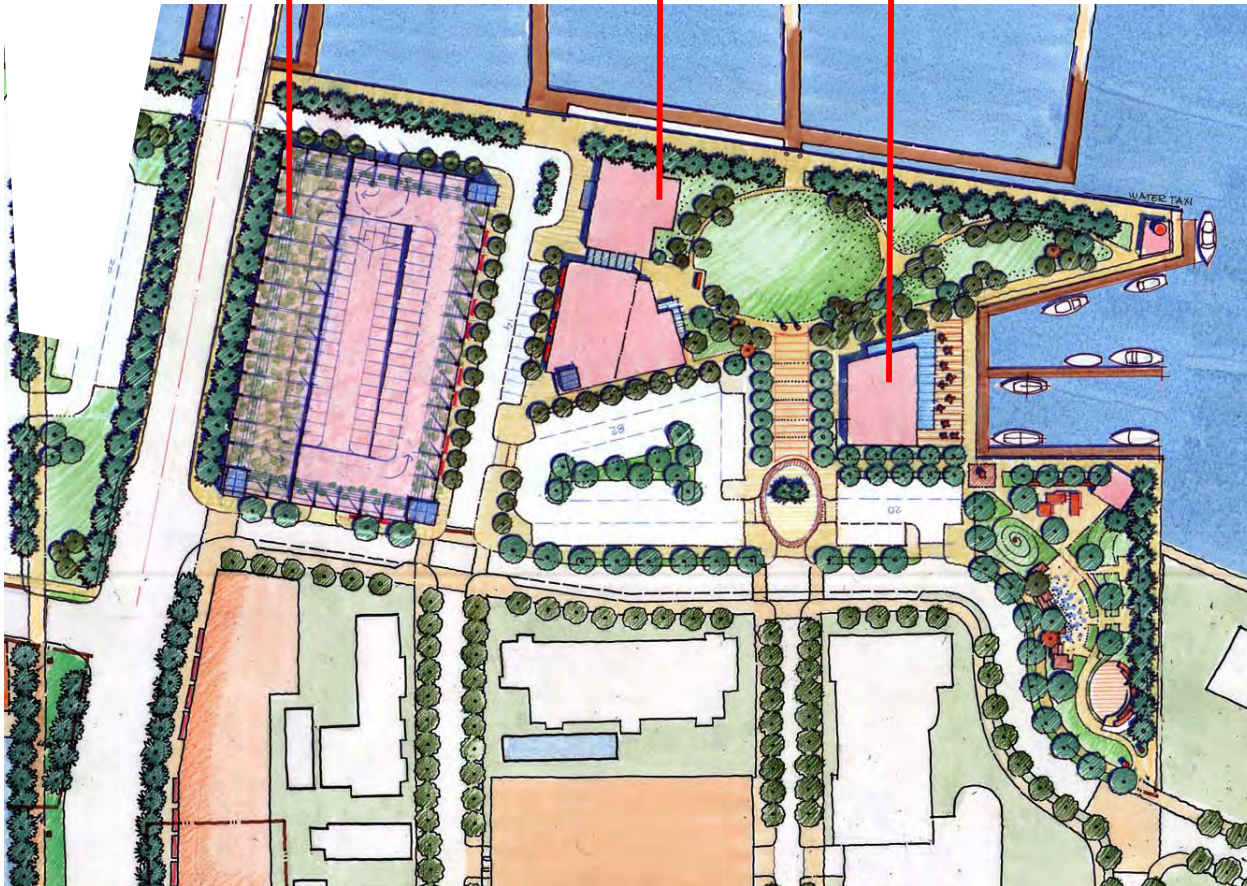


# Las Olas Gateway– Intracoastal Park

Relocated Marina Building / Civic Use / Retail

Garage  
3 and 4 levels  
618 spaces (exist 386)

Waterfront Restaurant

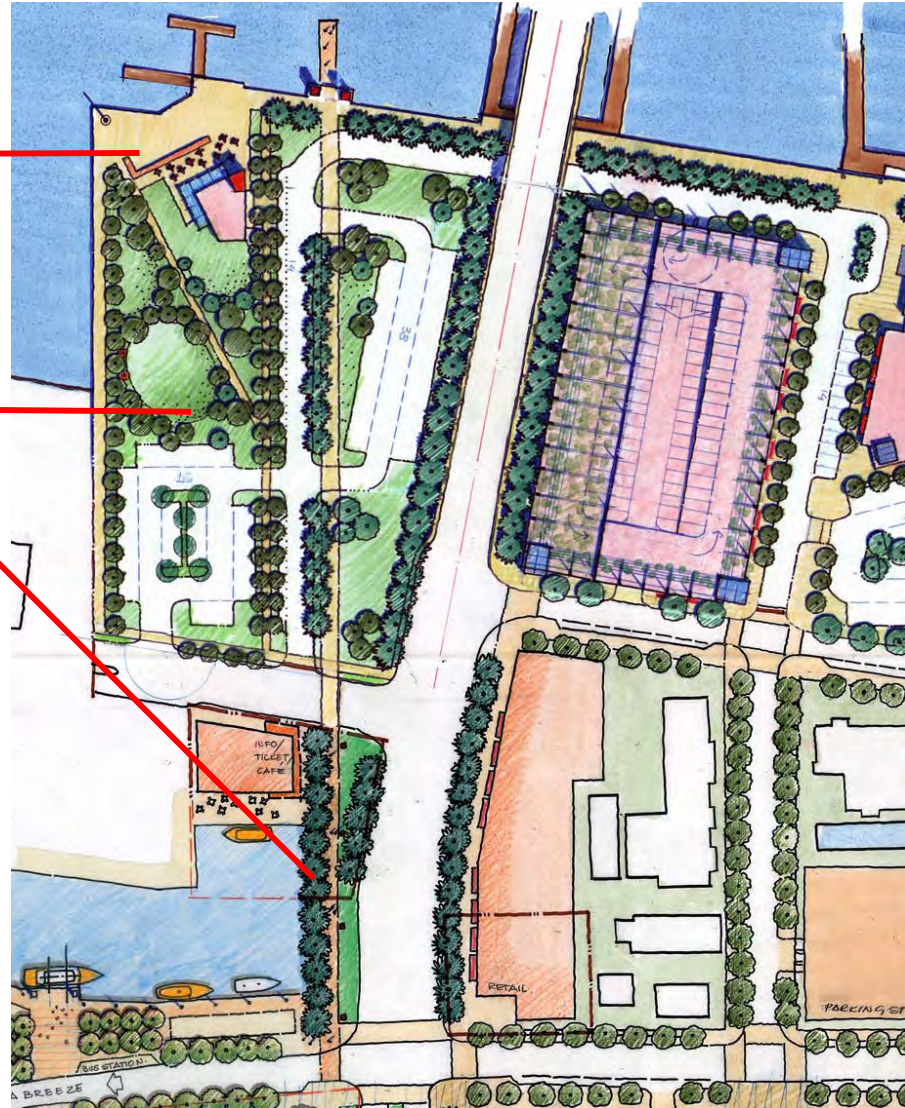




# The Point

**The Point**  
Intracoastal Promenade  
Public seating  
Café  
Public Parking

**Walk Between the Waters**  
Linear park connecting  
the beach to the Intracoastal

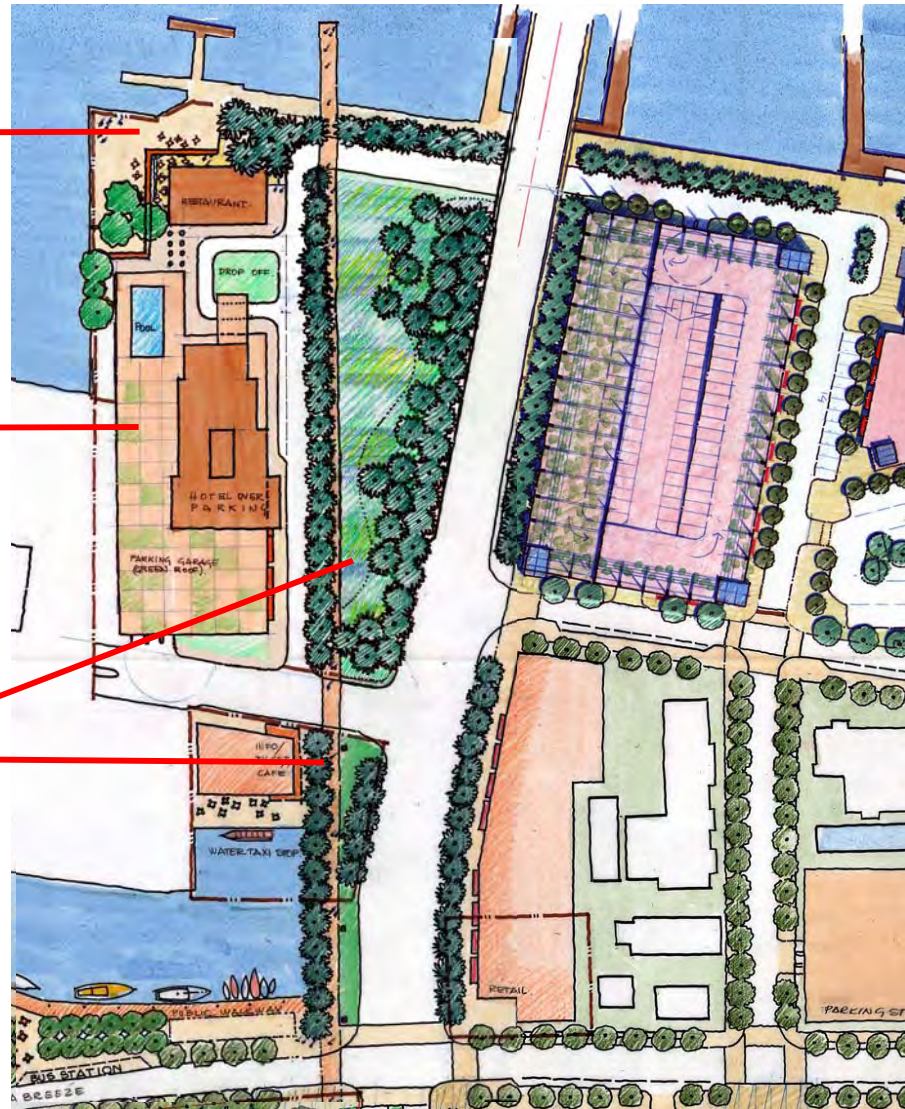


# The Point Alternative

**The Point**  
 Intracoastal Promenade  
 Public seating  
 Café  
 Public Parking

**Hotel**  
 250 room hotel  
 Parking Structure  
 600 spaces  
 250 for hotel  
 350 public

**Walk Between the Waters**  
 Linear park connecting  
 the beach to the Intracoastal



# South Beach Marina Opportunities

- 3. D.C. Alexander Park
- 4. Swimming Hall of Fame
- 5. Bahia Mar



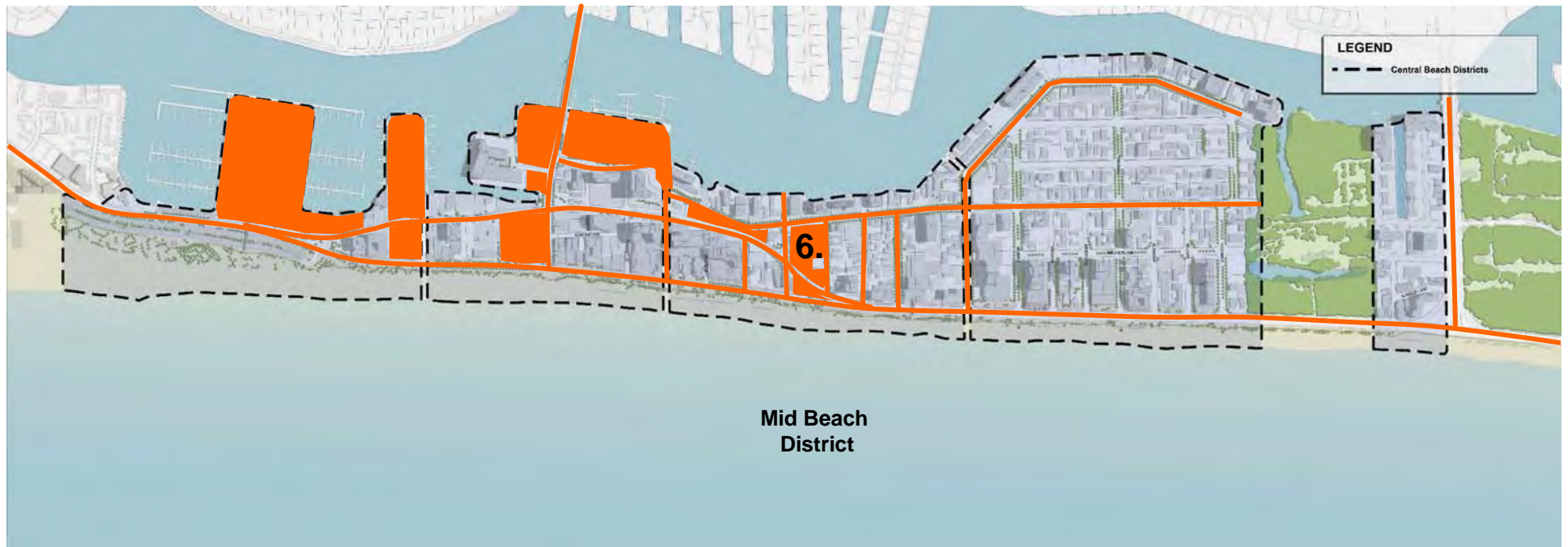
# Aquatics Center / DC Alexander Park

Improve Swimming  
Hall of Fame and  
Alexander Park -  
Connect to the beach  
and ICW promenade



# Mid Beach Opportunities

## 6. Alhambra / Sebastian Parking Lot



# Alhambra



## Potential Program

Public Garage  
536 spaces

Restaurant / Retail  
13,800 s.f.

Park / Plaza



# Alhambra Alternative



## Potential Program

Hotel (10 floor) 350 room  
Restaurant/Retail

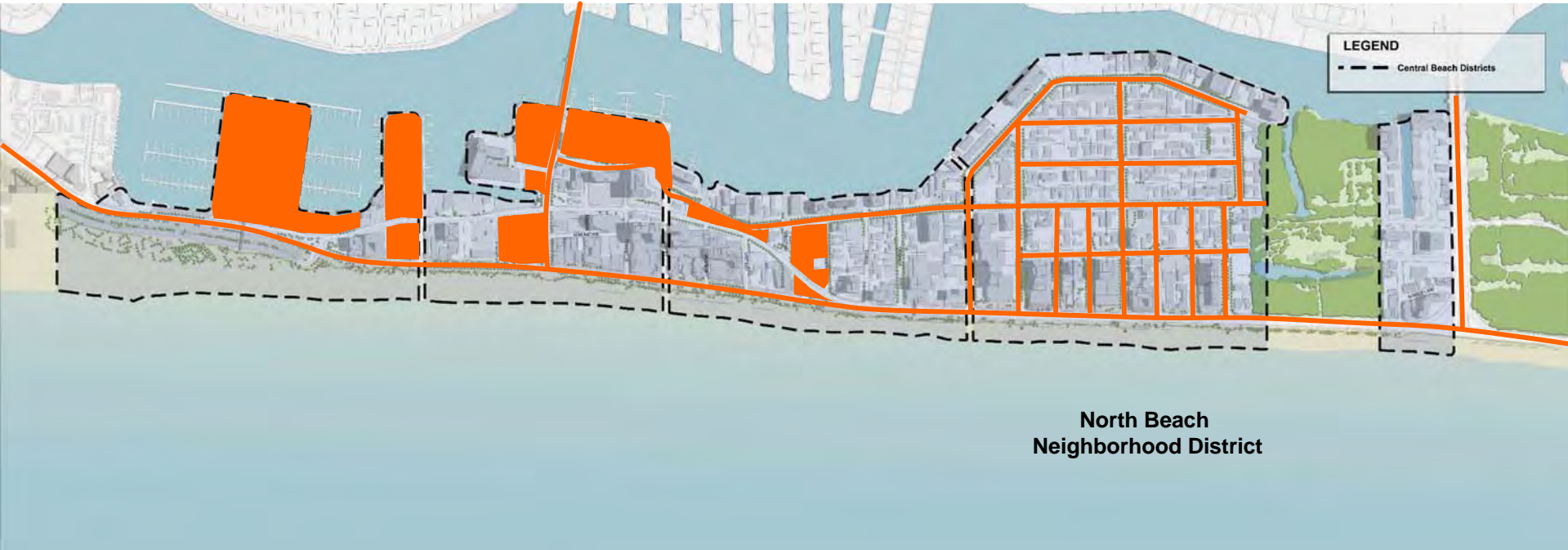
Garage  
Private Parking 350 spaces  
Public Parking 150 spaces

Park / Plaza



# North Beach Neighborhood Opportunities

## 7. Streetscapes



North Beach  
Neighborhood District





# Neighborhood Street Improvements

- Enhance neighborhood streets
- Reduce extent of existing paving
- Improve pedestrian circulation
- Implemented over time as parcels redevelop

60' ROW  
10' travel lanes  
8' parking lanes  
5' planting strips  
7' sidewalks



# Birch Road

- Enhance North Beach Neighborhood District
- Reduce amount of pavement
- Planted median serving as a north-south pedestrian spine
- Implemented over time as parcels redevelop

60' ROW  
11' travel lanes  
8' parking lanes  
22' planting median w/  
8' multipurpose path  
7' sidewalks within  
20' setback zone



# Breakers Avenue

- Neighborhood retail/restaurant destination
- Pedestrian zone with outdoor gathering & dining
- Additional median parking & street trees

60' ROW  
15' travel lanes  
20' median w/ parking  
5' planting strips  
20' pedestrian zone



# A1A / Beachfront Promenade Options

	Benefit	Issue
<b>Existing</b>	No additional cost	



<b>Option 1</b>	<b>Continuous single dedicated bike lane</b> <b>Maintains roadway capacity</b>	<b>Safety</b> <b>Least cost</b>
-----------------	---	------------------------------------



# A1A / Beachfront Promenade Options

## Benefit

## Issue

### Option 2



- Continuous grade separated bike lane
- Lower speed traffic
- Expanded pedestrian area
- Expanded pedestrian area on Seabreeze
- Extends A1A Greenway
- Potential Scenic Highway Funding

- Capacity
- Turning movements
- Cost



# A1A / Beachfront Promenade Options

	<b>Benefit</b>	<b>Issue</b>
<b>Option 3</b>	<b>Continuous segregated multipurpose path Maintains roadway capacity Maintains turning movements Expanded pedestrian area A1A Expanded pedestrian area on Seabreeze Extends A1A Greenway Potential Scenic Highway Funding</b>	<b>Beach impacts</b>



# Connectivity - Promenades

## Proposed Water Taxi expanded stops

- Las Olas
- Sebastian
- Riomar

## Sun Trolley Circulation

- Las Olas / Beaches expansion
- Dedicated Central Beach Loop

## Promenades

- Intracoastal (SBMHA & Central Beach)
- Beachfront



# Connectivity - Parking Strategy

	<i>existing</i>	<i>proposed</i>	<i>loss/gain</i>
A. South Beach surface lot	492	492	-
B. Alexander Park	35	-	- 35
C. Oceanside Structure	243	400	157
D. Birch Street /Las Olas	437	843	406
E. Alhambra Structure	<u>79</u>	<u>536</u>	<u>457</u>
<i>totals</i>	<b>1,286</b>	<b>2,271</b>	<b>985</b>

*NBRA additional on-street parking with future street improvements*





# Conceptual Framework Plan

## Public Realm

- Creates network of new public spaces on the Beach & Intracoastal as a focus for the beach at Las Olas Gateway
- Expands the pedestrian connectivity of Districts
- Expands public realm to Intracoastal as an asset
- Enhances beach experience for broad range of recreational uses





# Central Beach Guidelines

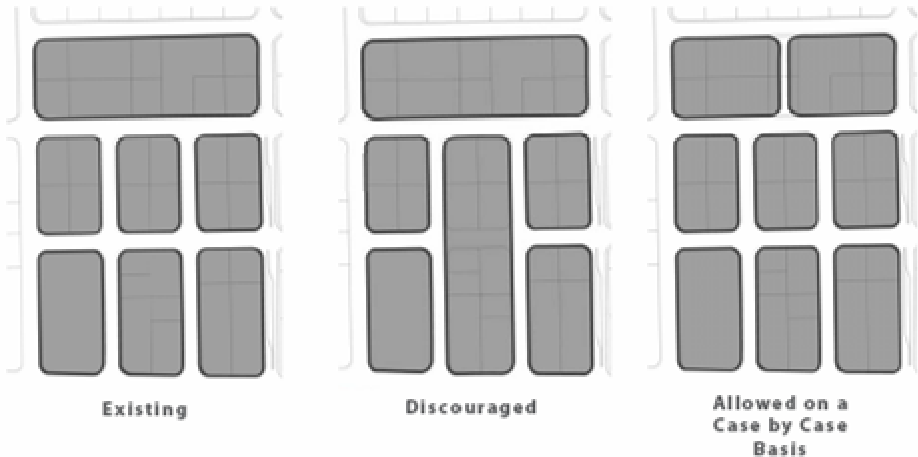
1. **Street Design Guidelines**
2. **Building Design Guidelines**
3. **Character Area Design Guidelines**
4. **Environmental Guidelines**



# Block Structure Guidelines

**B-1. Maintain a fine grained street grid:  
Discourage vacated streets or alleys except  
for strategic public planning purposes.**

Intent: Maintains existing scale of  
development and minimizes bulk  
of new development.

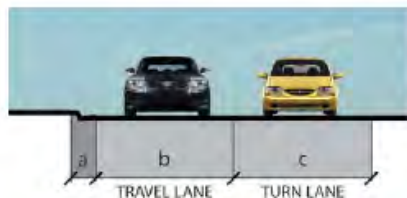


# Roadway Design Guidelines

## R-1. Encourage reduced lane widths on all streets.

Intent: To balance needs between vehicles, bicycles and pedestrians, travel lane reductions within existing R.O.W.s facilitates alternative forms of mobility and serve to calm traffic.

Arterials		existing	proposed
a	Curb	2'	1' 6"
b	Travel Lane	11' - 12'	11'
c	Turn Lane	10' - 12'	10'
Collectors / People & Primary			
a	Curb	2'	1' 6"
b	Travel Lane	11'	10' 6"
c	Turn Lane	10' - 11'	10'
Local / Secondary & Tertiary			
a	Curb	2'	1' 6"
b	Travel Lane	10' - 11'	10'
c	Turn Lane	10' - 11'	10'



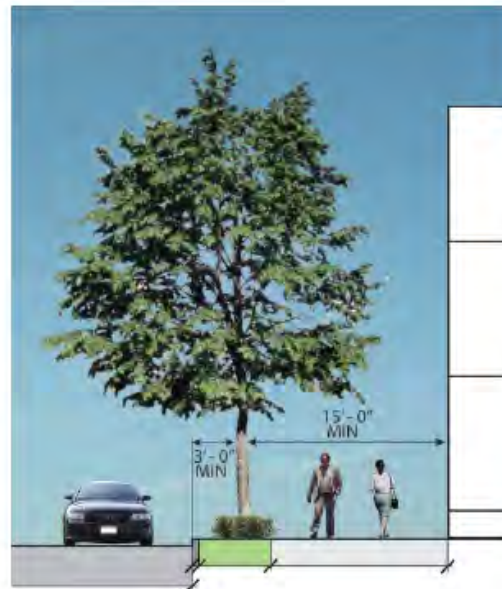
## R-2. Encourage location of primary row of street trees between sidewalk and street.

Intent: Provides a physical and psychological buffer for pedestrians from traffic.

## R3. Reduce horizontal clearance from curb, from 4' to 3', for trees and light poles.

Intent: Increases maximum usable width for sidewalks in R.O.W. to allow for ease of pedestrian movements.

Code issue: FDOT Plan Preparation Manual Design Criteria & Process, horizontal clearances.



A1A only, consider designation for street design criteria for Livable Communities to allow for ease of pedestrian movements.



# Vehicular Access Guidelines

## V-1. Discourage numerous and wide curb cuts on Primary Streets.

Intent: Conflicts between pedestrians and vehicles should be minimized.

Code Issue: Add design code requirements for location and consolidation of curb cuts.

Code Issues: FDOT Plan Preparations Manual Design Criteria & Process, lane widths.

Code Issue: FDOT Green Book, lane widths.

## V-2. Encourage main pedestrian entrance to face People/Primary Street with parking access from secondary street.

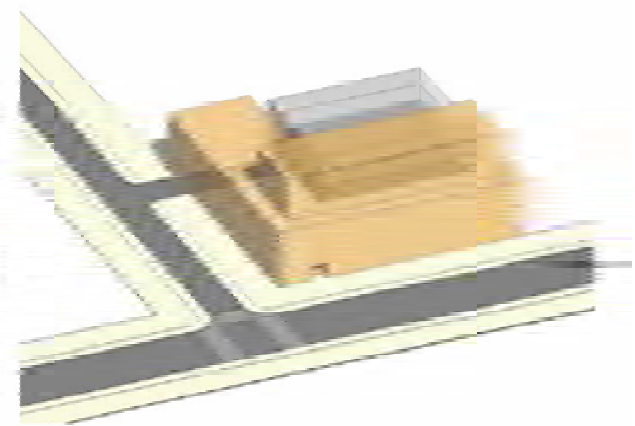
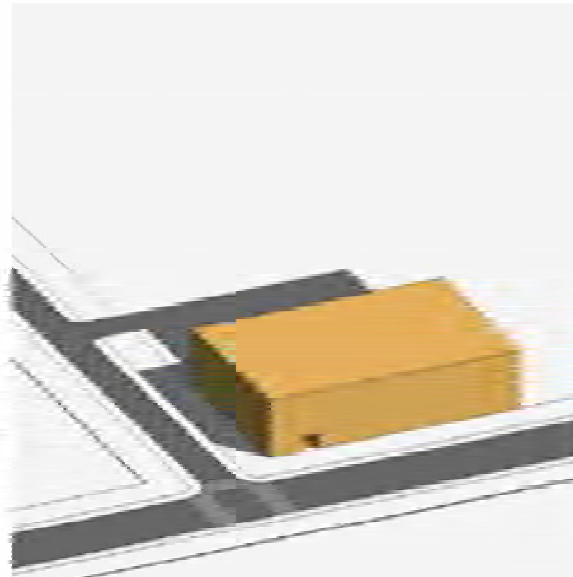
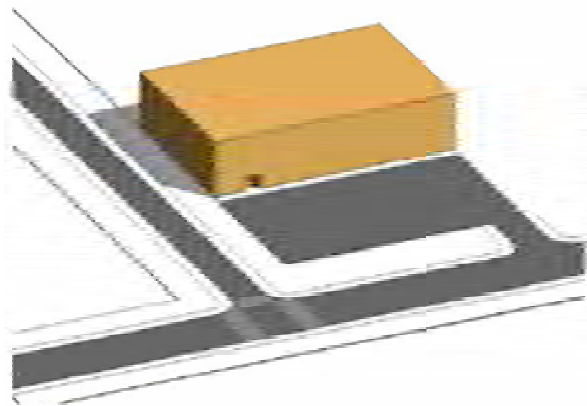
Intent: Creates an active front on the People/Primary Street encouraging pedestrian activity and interest.

## V-3. Encourage parking and access along secondary street frontages.

Intent: Minimizing parking access along primary street frontage encourages active streetscape by creating a continuous pedestrian environment.

## V-4. Encourage structured parking to the rear of development or underground minimizing visual impact.

Benefit: Maintains continuous building edge along street enhancing pedestrian experience.



# Building Design Guidelines

**B-1. Encourage buildings to create a continuous building face of a maximum height, or “streetwall”, along People Streets, A1A and primary streets. Buildings should be encouraged to build to the setback line except at entry points, plazas and public spaces.**

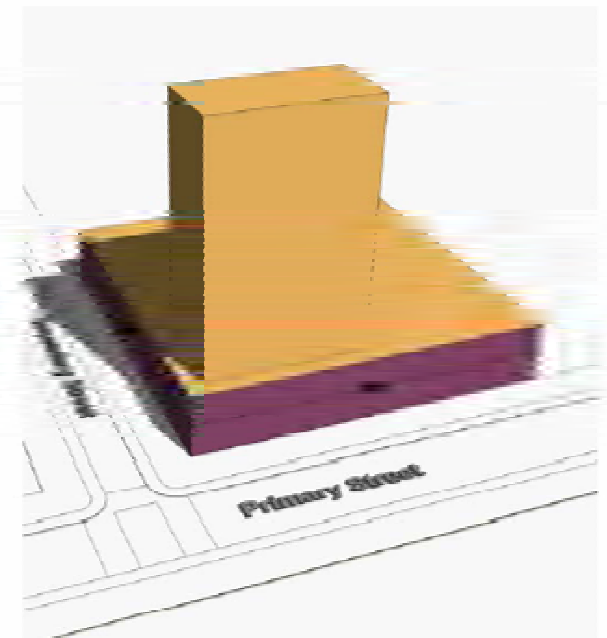
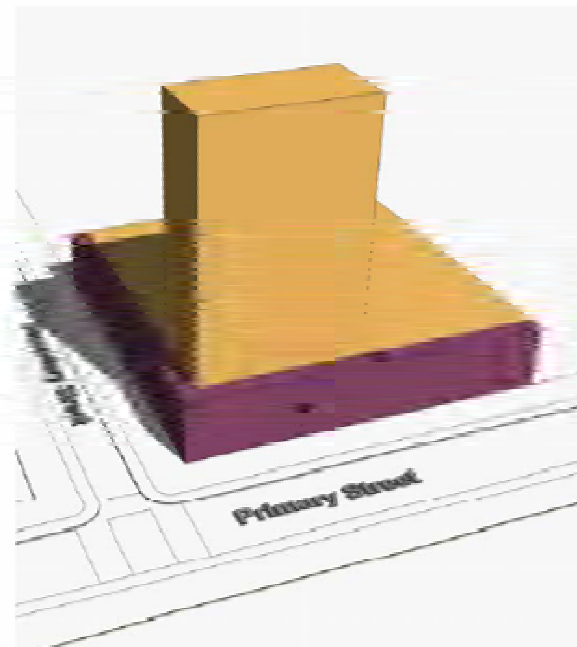
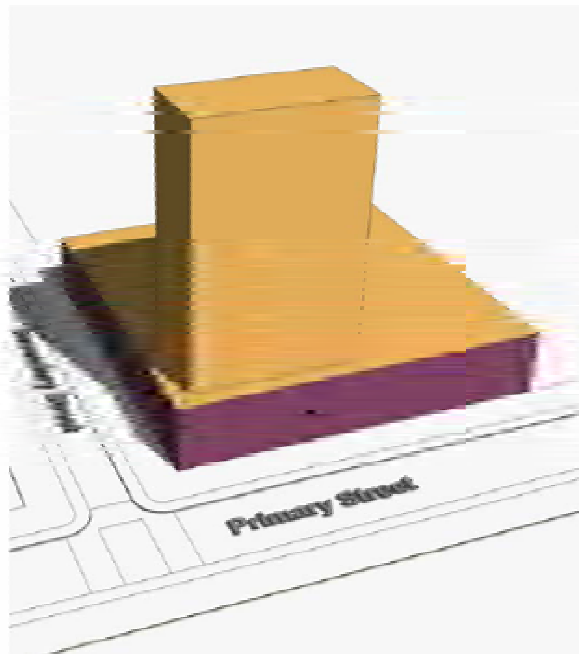
**Benefit:** Creates a continuous active building face along main routes of pedestrian movement and increases walkability.

**B-2. Minimum and maximum building “streetwall” heights should be encouraged/ adopted to reflect existing conditions of character areas and street widths.**

**Benefit:** Establishment of Streetwall height within different areas will reinforce compatability with existing area characteristics and increase variety of street level experience.

**B-3. Maximum building streetwall length of 200 linear feet. Beyond a length of 200 linear feet buildings are encouraged to create variation in the physical design of the streetwall, such as: division into multiple buildings or significant change in facade design.**

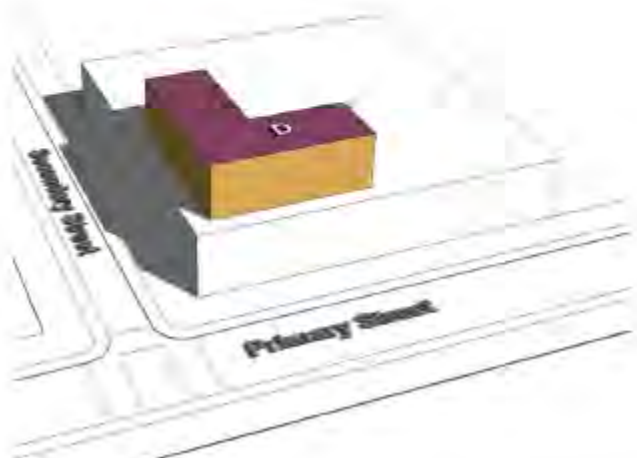
**Benefit:** Minimizes scale and massing of large buidings to create a pedestrian oriented experience.



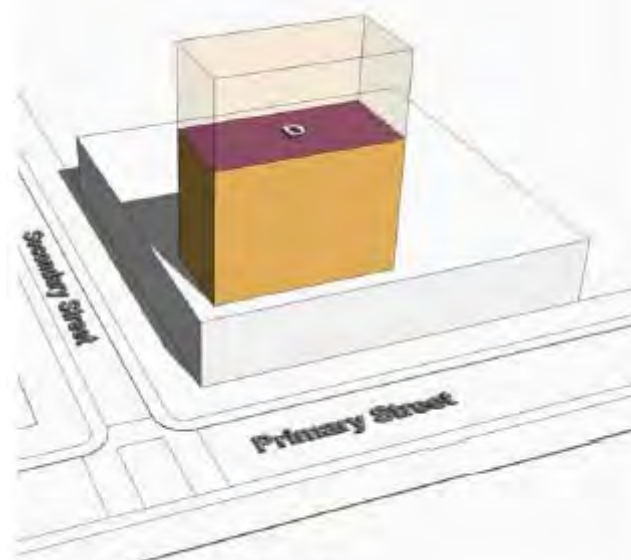
# Building Design Guidelines

**B-4. Encourage maximum floorplate area for towers. Tower floorplates should be limited in area to minimize bulk of buildings and be compatible with character area in which they are located.**

Intent: Minimizes scale and massing of large buildings to create a pedestrian oriented experience.



*Floorplate below 65'*



*Tower Floorplate above 65'*



# Building Design Guidelines

**B-6. Unlined parking structures are discouraged along primary streets, people streets, arterials, and waterways.**

Intent: Enhances the pedestrian environment by minimizing long inactive building fronts.

**B-7. Require active uses on ground levels of parking structures with People/Primary street frontage. Screening of parking floors should be encouraged on People/Primary streets.**

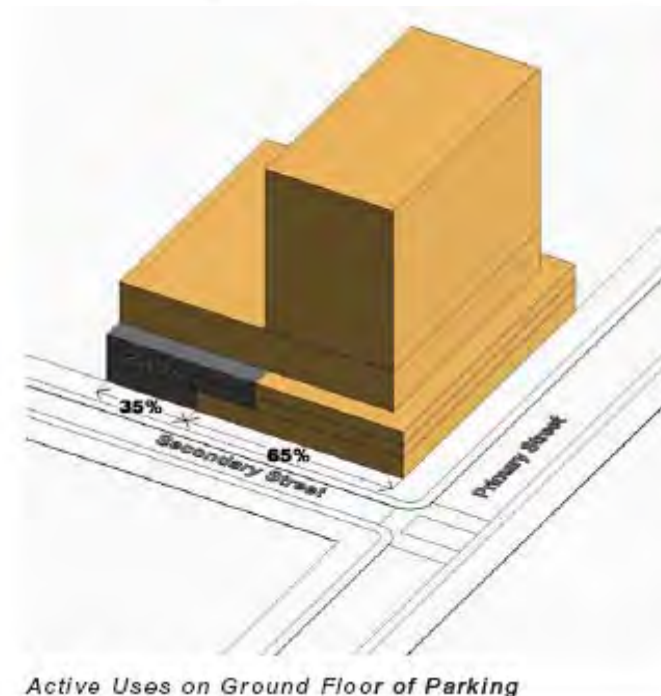
Intent: Increases the viability of street level uses throughout the adjacent area and promotes pedestrian activity.

**B-8. Encourage Mid/High rise developments to maximize active lower floor uses and pedestrian oriented design at ground floor, especially on People/Primary Streets.**

Intent: Maintains continuous pedestrian street activity.

**B-9. Encourage underground parking where feasible**

Intent: Minimizes the impact of parking on potential of active uses at street level.





# Building Design Guidelines

**B-10. At strategic locations maximize active uses on ground floors with retail / commercial uses. Active ground floor commercial uses should be focused along strong pedestrian-oriented corridors and scattered in strategic locations to serve specific areas.**

Retail should be encouraged in appropriate market supported areas that contribute to a well planned, interconnected active streetscape.

Intent: Concentrates retail in user supported areas and contributes to the streetscape within each area.

Intent: Supports objectives of the Central Beach Master Plan by supporting individual district intents.

Code Issue: In the ABA, modify permitted retail beyond tourist related to allow greater diversity of retail that supports both visitor and resident interests.

Code Issue: In the NBRA, modify ULDR to allow retail to support resident needs in strategic locations.

Code Issue: In the SLA, modify permitted retail beyond tourist related to allow greater diversity of retail that supports both visitor and resident interests.

**B-11. Building Design Guidelines do not apply to civic buildings and cultural facilities.**

**B-12. Encourage civic buildings, public properties and cultural facilities to be signature landmarks of city wide importance.**

**B-13. Encourage new development abutting public open space to have active uses fronting onto the open space.**



# Character Area Guidelines

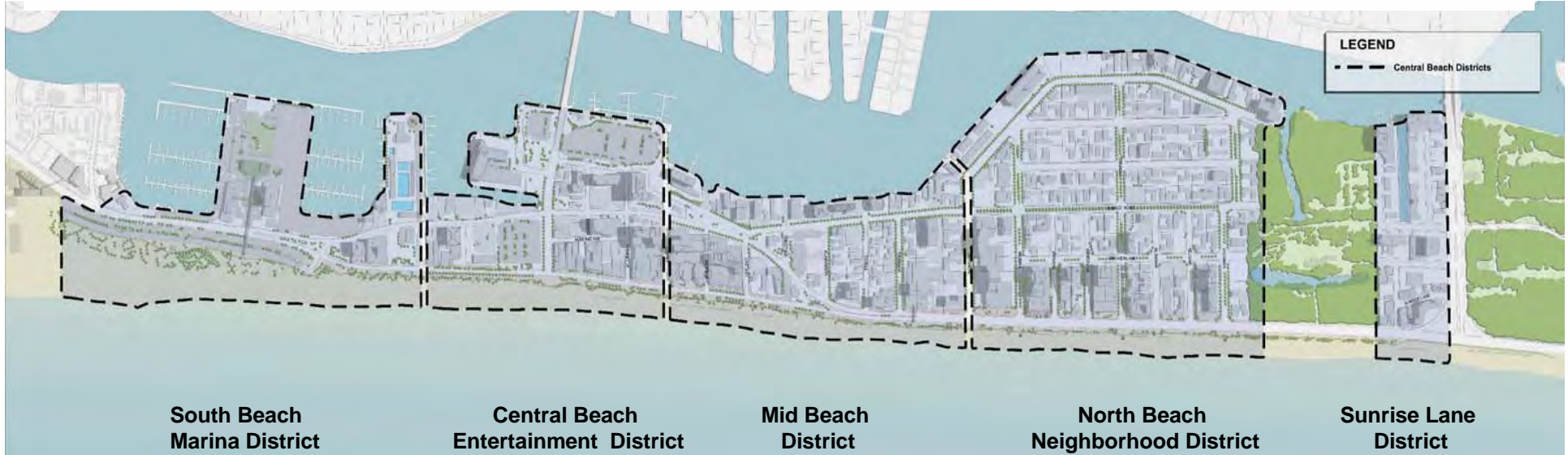
The Vision for the Central Beach identifies five Character Areas defined by their distinct physical characteristics and pattern of uses. The Vision seeks to reinforce the unique personality of each area within the Central Beach through design guidelines.

The character areas, geographically distinct, allow for a vision to be created for each "sub-area" within the Central Beach RAC and reinforce the framework of the overall RAC. While the areas are "thematically" distinct, their definition is also geographic and easily identifiable as such. There should be multiple points of interest to invite participation, and spaces for gathering and celebration, and to connect across the barrier island to the Intra-coastal Waterway.

The five character areas and their defining characteristics are:

- South Beach** Active water related recreation, (beach, marina, swimming), and family oriented
- Central Beach** Gateway to the Beach. The center of activity, daytime and evening focus (mixed use, entertainment)
- Mid Beach** Resort, Hotel & Residential
- North Beach** North Beach Neighborhood (Hotel & Residential)
- Sunrise Lane** Eclectic mixed use (Residential, Retail, Hotel)

Within each character area are multiple zoning districts with specific land development regulations. Character Areas do not replace existing RAC Zoning districts. The intent is that the Character Areas serve as an overlay to supplement the ULDRs.



# South Beach Marina Character Area Guidelines

**SBM-1. New development fronting southbound Seabreeze and A1A should be encouraged to maintain visual connections between A1A and the Intracoastal Waterway where feasible**

Intent: Preserves visual connections to Intracoastal Waterway and related activities.

**SBM-2. New developments west of Seabreeze should be encouraged to have open space or the short side of the building along the Intracoastal Waterway.**

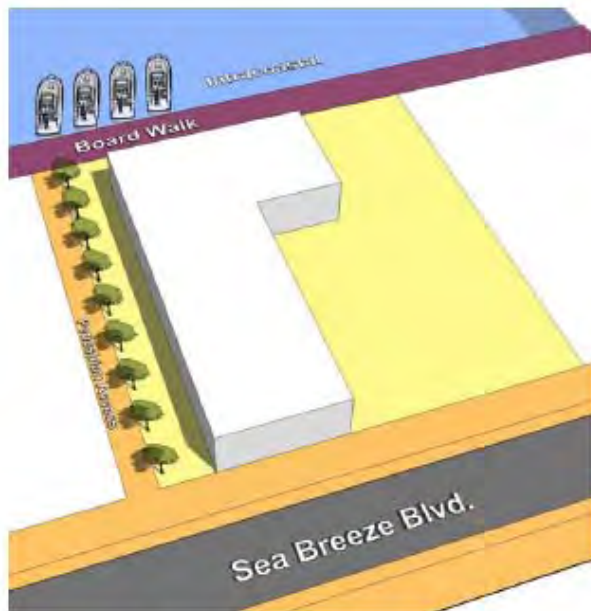
Intent: Preserves visual connections to Intracoastal Waterway

**SBM-3. New development fronting the Intracoastal Waterway should be encouraged to maintain a setback of a minimum of 30'.**

Intent: Allows for public access and future Intracoastal Promenade.

**SBM-4. New development fronting the Intracoastal Waterway should be encouraged to have a maximum shoulder height of 35' and minimum setback of 10'.**

Intent: Maintains a pedestrian oriented scale along Intracoastal Waterway.



Encourage Visual and Physical Access to ICW



Encourage continuous Intracoastal Promenade



# South Beach Marina

## Character Area Guidelines

### **SBM-5. Discourage parking adjacent to Intracoastal Waterway**

Intent: Enhances Pedestrian experience and minimizes conflicts between vehicles and pedestrians.

### **SBM-6. New development fronting the Intracoastal Waterway should be required to provide public access along the waterway and connect with and extend the Intracoastal Promenade.**

Intent: Public access to Intracoastal Waterway edge through creation of continuous Intracoastal Promenade within the South Beach Marina and Central Beach Character Areas.

#### **Recommendation**

The public should be provided with unrestricted access on publicly controlled waterfront edges. Access should be encouraged on privately held waterfront edges.

### **SBM-7. New development with marinas along Intracoastal should be required to provide continuous public access along the water and minimize control points**

Intent: Maintains unimpeded pedestrian access along Intracoastal Waterway edge.



*Minimize conflicts between Promenade and Marina Users*



# Central Beach Gateway

## Character Area Guidelines

**CB-1. Encourage new development fronting onto, and across the street from, the Oceanside Plaza to have active uses fronting onto the plaza at plaza level.**

Intent: Activates plaza with uses

**CB-2. Encourage new development fronting the Intracoastal Waterway to provide public access to the waterway and connect with the Intracoastal Promenade.**

Intent: Public access to Intracoastal Waterway edge through creation of continuous Intracoastal Promenade within the South Beach Marina and Central Beach Character Areas.

**CB-3. Encourage new development fronting the Intracoastal Waterway to create a public pedestrian walkway along the Intracoastal Waterway edge.**

Intent: Contributes to the creation of a continuous Intracoastal Promenade.



*Encourage active uses on Public Spaces at ground level*



*Encourage continuous Intracoastal Promenade*



# Central Beach Gateway

## Character Area Guidelines

**CB-4. Encourage development fronting onto A1A to provide active uses and incorporate pedestrian oriented arcade or canopy with a minimum depth of 10' at grade with public sidewalk.**

**Intent:** Increases perceived public realm, minimizes separation between public and private.

**Enhances the pedestrian experience** by creating a shaded environment away from direct sunlight



*Encourage development on A1A to extend sidewalk elevation into site minimizing vertical separation*



# North Beach

## Character Area Guidelines

**NB-1. Encourage new development within NBRA Zoning District to limit maximum facade length of 80' along front setback line modulating the vertical plane by breaking the plane with a minimum of 20' in length and 5' in depth.**

Intent: Maintains scale and character of North Beach Neighborhood Area

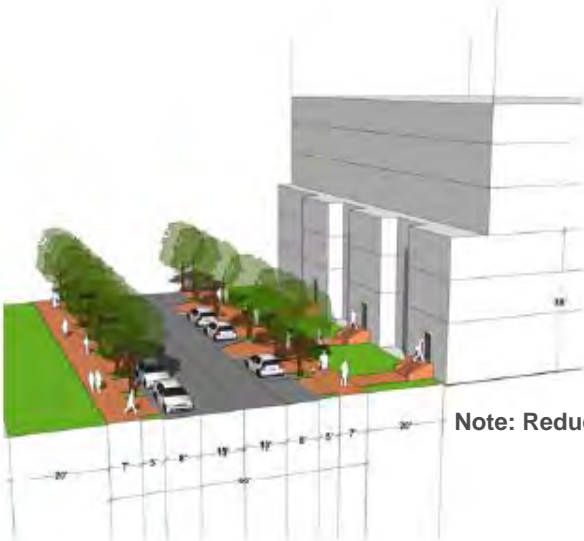


**NB-2. Encourage new development on Primary Streets to build to setback line creating streetwall consistent with historical development patterns.**

Intent: Maintains historical development patterns and character of area.

**NB-3. Encourage new development in NBRA to a maximum height of 65', shoulder height of 35', and stepback of 10'.**

Intent: Maintains scale of NBRA, minimize review process and promote investment in area.



Note: Reduced Setback



# North Beach

## Character Area Guidelines

**NB-4. Require all new construction to remove parking from front yard setback.**

Intent: Improves visual appearance and pedestrian experience, and increases pedestrian safety.

**NB-5. Encourage new development fronting Vistamar to a maximum shoulder height of 35' and a setback of 40' on the rear/side yard abutting Bonnet House.**

Intent: Preserves historic setting of Bonnet House and environs.

**NB-6. Encourage new development incorporating identified architectural resources to preserve identified resources through incentives by excluding the gross floor area within the architectural resource from the Floor Area Ratio / Density calculation.**

Intent: Preserves architectural resources that contribute to the overall character of the area.

**NB-7. Encourage new development adjacent to identified architectural resources to complement identified resources through incentives allowing greater densities if new development does not exceed 65' in height.**

Intent: Preserves architectural resources that contribute to the overall





# Sunrise Lane

## Character Area Guidelines

**SL-1. Limit parking requirements for adaptive reuse of existing retail/commercial uses on Sunrise Lane for additional uses/space proposed.**

Intent: Preserves and maintains the existing structures while encouraging revitalization.

**SL-2. Encourage new development fronting on Sunrise Lane to maintain continuous streetwall with shoulder height compatible with adjacent buildings.**

Intent: Preserves the existing scale and character of Sunrise Lane.

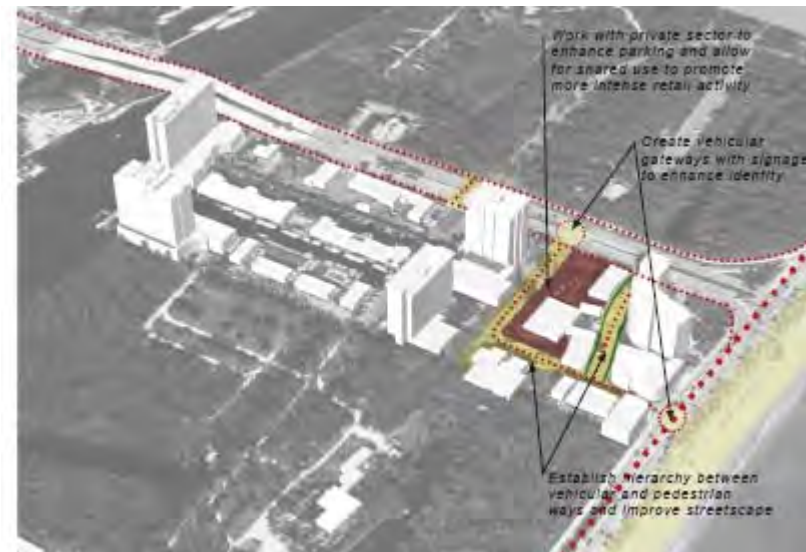
**SL-3. Encourage new development fronting on Sunrise Boulevard to build to setback line creating a streetwall with parking and service from behind.**

Intent: Defines the public realm, and improves pedestrian safety

**SL-4. Diversify the economic base by allowing a variety of commercial uses that would support residents and visitors alike in addition to the permitted tourist related uses.**

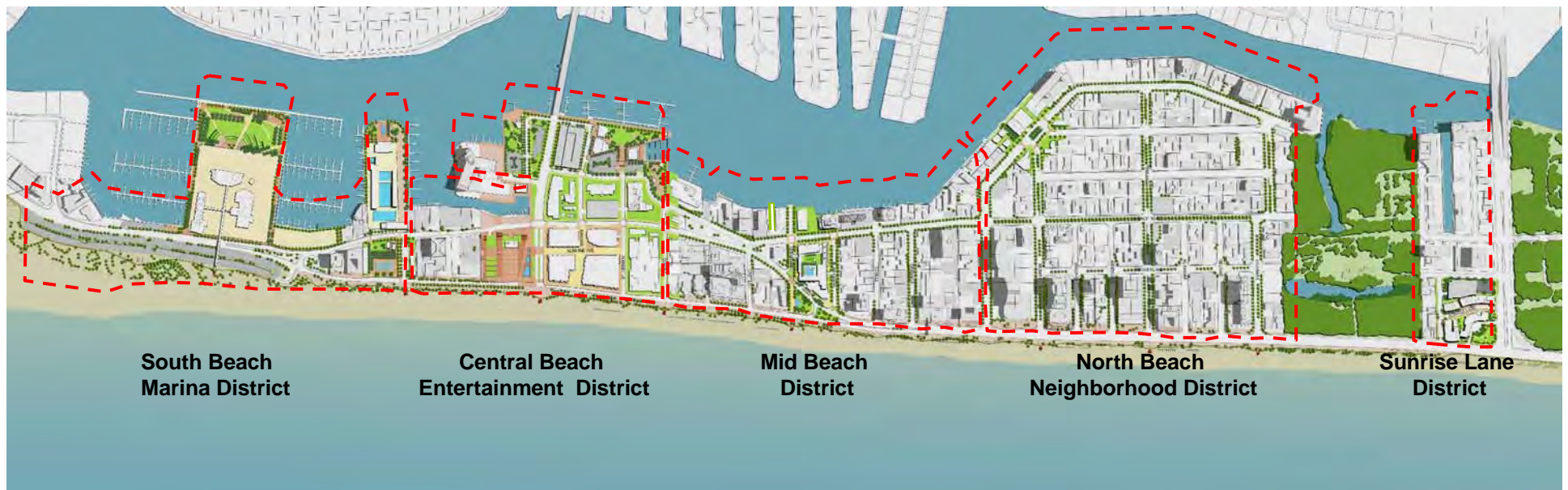
Intent: Increases the economic viability of the Sunrise Lane commercial area.

The intent of the Sunrise Lane Area follows the purpose of the Sunrise Lane Zoning District: "the purpose of encouraging the preservation, maintenance and revitalization of existing structures and uses that make up the distinct neighborhood south of Sunrise Boulevard".



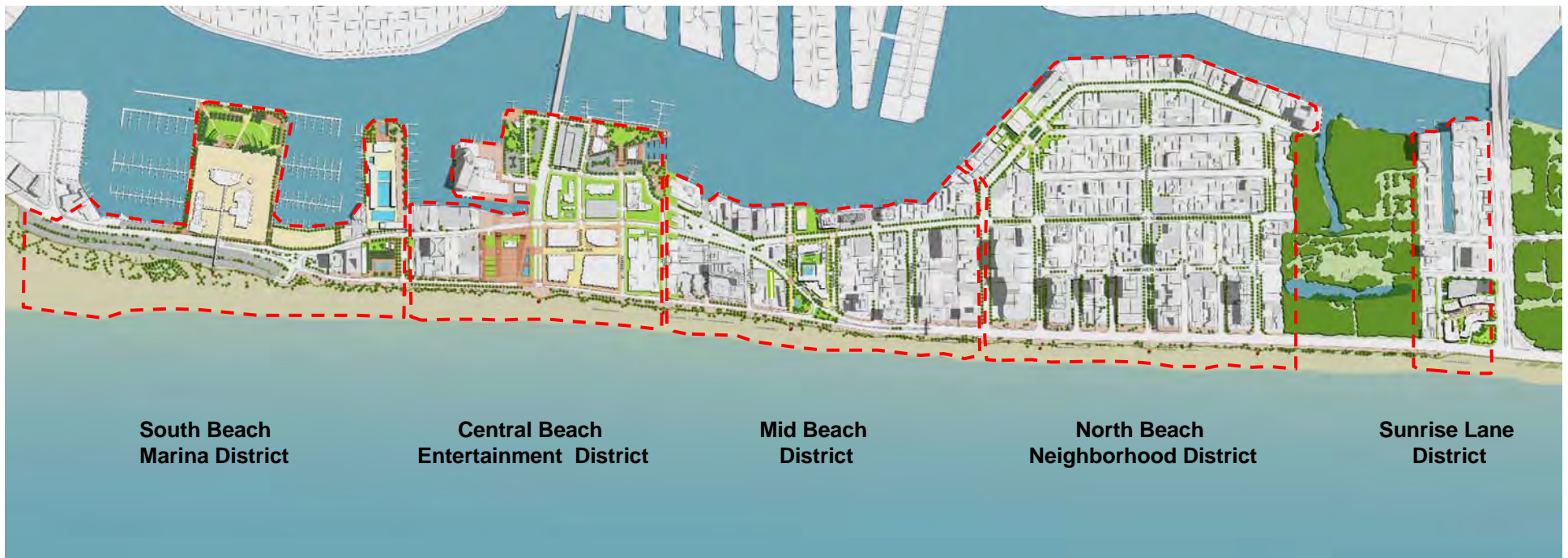
## Central Beach Environmental Guidelines

- Encourage building orientation & massing to reduce heat gain;
- Use of alternative forms of transit;
- Use of shared parking standards;
- Reduction of parking requirements;
- Rainwater capture for reuse in irrigation;
- Use of native plants in landscape plans;
- Use of LEED standards for building and site development



## Central Beach Guidelines – Private Realm

- Encourages public access to the Intracoastal Waterway;
- More active uses at street level;
- Buildings with less bulk;
- Additional uses at strategic locations to support District intent;
- Preservation of architectural resources;
- Non-visible off street parking;
- More sustainable building practices



South Beach  
Marina District

Central Beach  
Entertainment District

Mid Beach  
District

North Beach  
Neighborhood District

Sunrise Lane  
District



## Conceptual Framework Plan – Public Realm

- Creates network of new public spaces on the Beach and Intracoastal as a focus for the beach at Las Olas Gateway
- Expands the pedestrian connectivity of Districts
- Expands public realm to Intracoastal as an asset
- Enhances beach experience for broad range of activities and recreational uses





# Implementation



City of Fort Lauderdale  
*Planning & Zoning Department*

**Central Beach Master Plan**  
**Las Olas Gateway Plan**

S A S A K I

# Implementation - Phasing

## Short Term – within 5 years

- Channel Square
- Las Olas Beach Plaza
- Oceanside Plaza
- D.C. Alexander Park

## Intermediate – 5-10 years

- Sebastian/Alhambra Parking
- Almond Avenue Streetscape

## Long Term – 10-20 years

- Las Olas parking structure
- Intracoastal Park
- Sunset Point



# Implementation - Funding

## Potential Improvements

- Oceanside Plaza
- Intracoastal Park
- Aquatics Complex & Alexander Park
- Alhambra Park and Parking
- Increased Parking Supply

## Potential Revenue Generators

- ICW Hotel
- ICW Restaurant
- Alhambra Development
- Seabreeze / Las Olas lot sale

## Alternative Funding

- Issue Bonds
- General Fund
- CRA
- Public/Private Partnership



# Implementation – Economic Stimulus created by Public Improvements

## Market Demand

For Sale Residential	400 D.U.
For Rent Residential	300 D.U.
Hotel	up to 973 rooms
Office	up to 45,000 s.f.
Retail	up to 50,000 s.f.
Restaurants	up to 60,000 s.f.
Development value	\$ 385,000,000
Public Improvements cost	\$ 80,800,000
Leverage Ratio Public/Private	1:5
Typical Leverage Ratio (National)	1:3

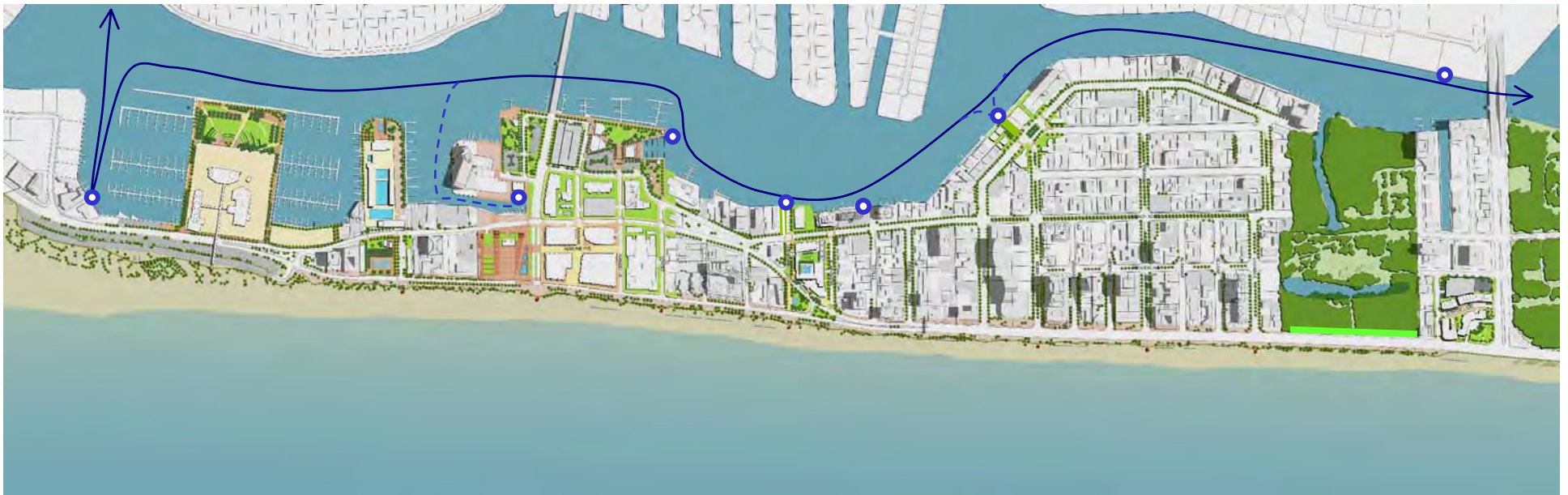




# Implementation – Economic Benefits

## One Time Benefits

- \$6.7 million estimated in annual sales taxes for the State
- Upwards of 2,700 one time construction jobs



# Implementation – Economic Benefits

## Ongoing Benefits

- \$2.034 million estimated in annual property taxes for the City
- \$5.7 million estimated in annual property taxes for the County
- \$8.8 million estimated in annual sales taxes to State from retail, restaurants, & hotel rooms
- \$2.76 million estimated in annual lodging taxes to State generated by new hotels
- 600 estimated new jobs and 900 residents



# Implementation – Next Steps

1. Review funding recommendations for short term Public Enhancements – Las Olas Beach Plaza and Channel Square
2. Prepare Analysis of A1A Greenway/Scenic Highway
3. Initiate design of Oceanside Plaza and D.C. Alexander Plaza
4. Expand water taxi stops to include Las Olas Boulevard, Sebastian Street and Riomar Street
5. Increase public access to Intracoastal Waterway
6. Establish event programming for public spaces
7. Expand trolley route
8. Determine cost for Birch Road median improvements
9. Examine financial feasibility of acquiring underutilized parcels north of Alahambra Street





City of Fort Lauderdale  
*Planning & Zoning Department*

**Central Beach Master Plan**  
**Las Olas Gateway Plan**



**Downtown  
Fort Lauderdale**

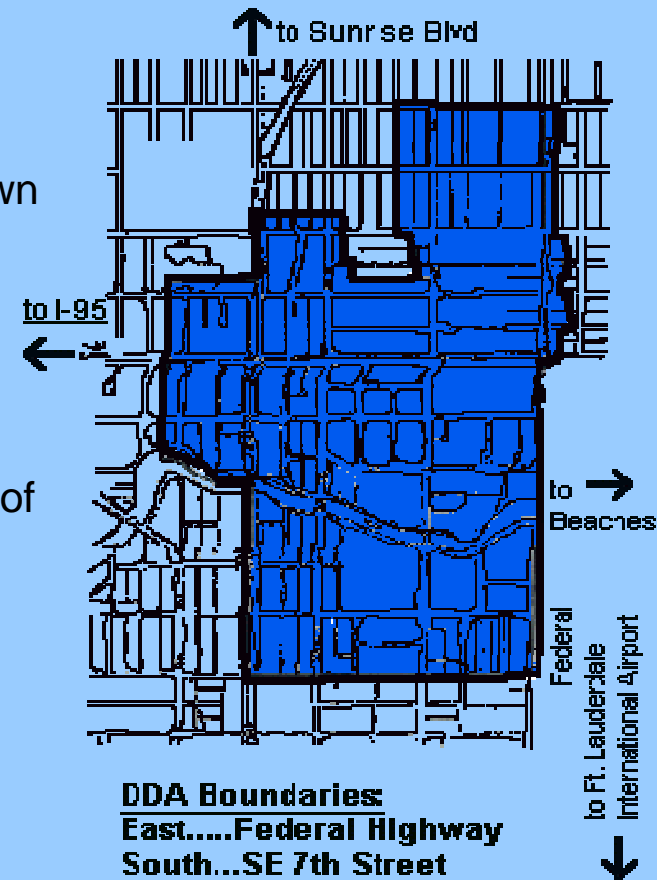




# Who is the DDA?

- Special taxing authority (quasi-governmental) created by FL Legislature in 1965
- 7 Member Board of Directors represent the commercial/business interests in the Downtown
- Bonding capacity/eminent domain power
- Focus on economic development & quality of life issues
- Facilitate partnerships between public & private
- Incubator agency

## Area Covered by D.D.A.



**DDA Boundaries**  
East....Federal Highway  
South...SE 7th Street  
West....SW 4th Avenue  
North....NE 6th Street



# Major Milestones

- Bought 14 acres during the 70's to use as leverage to locate facilities downtown
  - Donated land for the Broward Center for the Performing Arts, the Museum of Discovery & Science, & the Broward County Main Library
  - Sold the land at below market rate to the Museum of Art
  - Turned a parking lot into a beautiful park at Las Olas & Andrews
  - Directed governmental & commercial uses to downtown
  - Residential Renaissance

Museum of Discovery & Science



Center for Performing Arts





# Major Milestones

- **Issued a Bond in 2000 for Streetscape, Park, & Transit Improvements**
  - In partnership with the City of Fort Lauderdale, completed the 2<sup>nd</sup> Street/Himmarshee demonstration streetscape project in 2002
  - Built an amphitheater and a fountain in the Huizenga Plaza in early 2000
  - Started working on building a downtown transit system!
  - In partnership with Broward County, the City of Fort Lauderdale, and FP&L, completed an interactive lighting project in the Huizenga Plaza in 2007







# Other Milestones

- Launched an art-in-the-downtown program in 1996
- Underwent a national branding campaign to change Fort Lauderdale's Spring Break identification
- Partnered with the City on the Downtown Master Plan
- Partnered with the City & a&e consortium on a downtown entertainment trolley called "The a&e Line"
- Partnered with FAU on an outdoor plaza at their downtown campus





# Federal Funds Back to the Community

- **Over \$2 million** for The Wave
- **Almost \$4 million** for Streetscape Improvements
- **Over \$700,000** for Intelligent Transportation System Improvements





# Current Initiatives: Ambassador Program

## **What it is:**

Volunteers from all over Broward County and of all ages that serve as a resource to people enjoying the downtown area (patrol the area and hand out maps, answer questions, and note any areas of concern).





# Current Initiatives: Streetscape Improvements

**What it is:** Wider sidewalks, pedestrian crosswalks, shade trees, lighting, and street furniture

➤ Currently planning **NE 4<sup>th</sup> and NE 5<sup>th</sup> Streets** from Flagler to Federal and **SE/SW 6<sup>th</sup> and 7<sup>th</sup> Streets** from 4<sup>th</sup> to Federal





# Current Initiatives: "Urban Oasis"

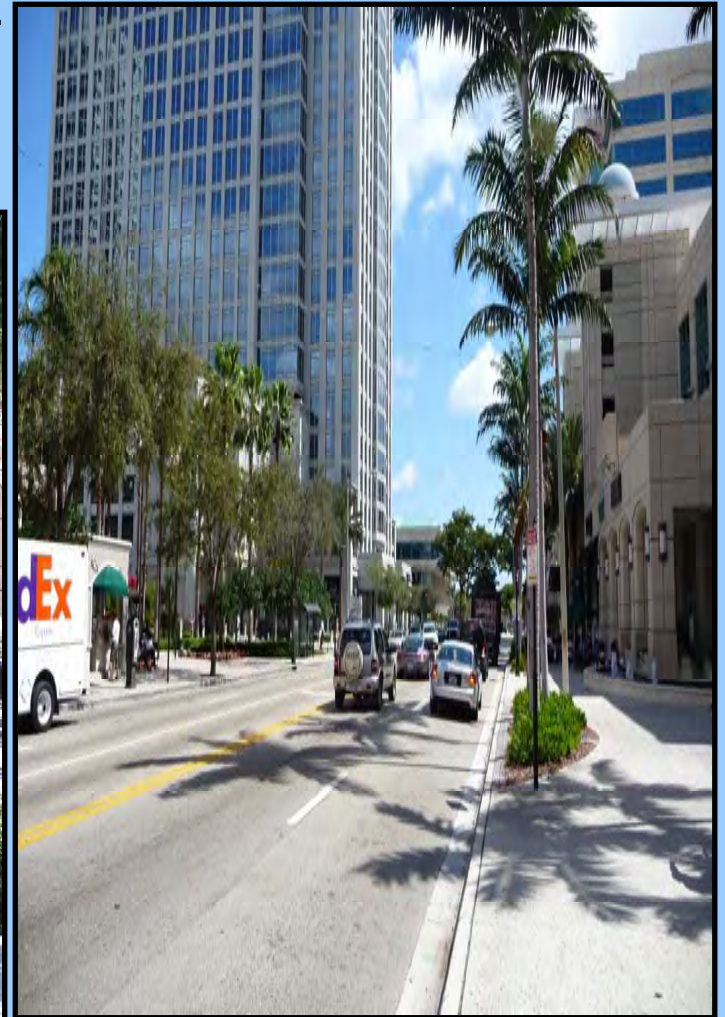
**What it is:** Partner with property owners of vacant and/or construction staging sites to temporarily activate and beautify the site.





# Current Initiatives: "Treescapes"

**What it is:** Where possible, plant shade trees to emulate the "Las Olas Shoppes Tree Canopy" effect.





# Other Current Initiatives

- Better Market Downtown/Increase Events
  - DDA Annual Event
  - Annual St. Patrick's Day Parade
  - Boat Parade Family Fun Event





# Other Current Initiatives

- Demographics Clearinghouse
- Huizenga Plaza Amphitheater Redesign
- Partner with the City and residents on Tunnel Park
- Better Lighting Along Riverwalk
- Safety/Security Demonstration Project
- Partner with the City and Riverwalk Trust on the Riverwalk Public Realm Plan
- Underground Utilities Master Plan
- **The Wave**, Downtown's Streetcar







**“Cities become great places to live and work when people make the tough decisions. This is the kind of “fork in the road” that comes along once every 20 years.”**

**– Charlie Ladd, DDA Board Member**





## Project Partners

- Broward County (9-0 Vote)
- City of Fort Lauderdale (5-0 Vote)
- Community Redevelopment Agency of Fort Lauderdale
- Downtown Development Authority of Fort Lauderdale
- FDOT/District IV
- Federal Transit Administration
- Metropolitan Planning Organization
- South Florida Regional Transit Authority (Tri-Rail)
- Downtown Transportation Management Association (TMA)
- Riverwalk Trust
- South Florida Commuter Services
- Performing Arts Center Authority (Broward Center)/ a&e consortium
- Downtown Residents
- Downtown Commercial Property Owners
- Downtown Businesses
- South Andrews Business Association
- Fort Lauderdale Chamber of Commerce
- Fort Lauderdale Economic Development Advisory Board
- Broward Alliance
- Urban Core, Broward Workshop
- Kid's Ecology
- Clean Air Cooperative



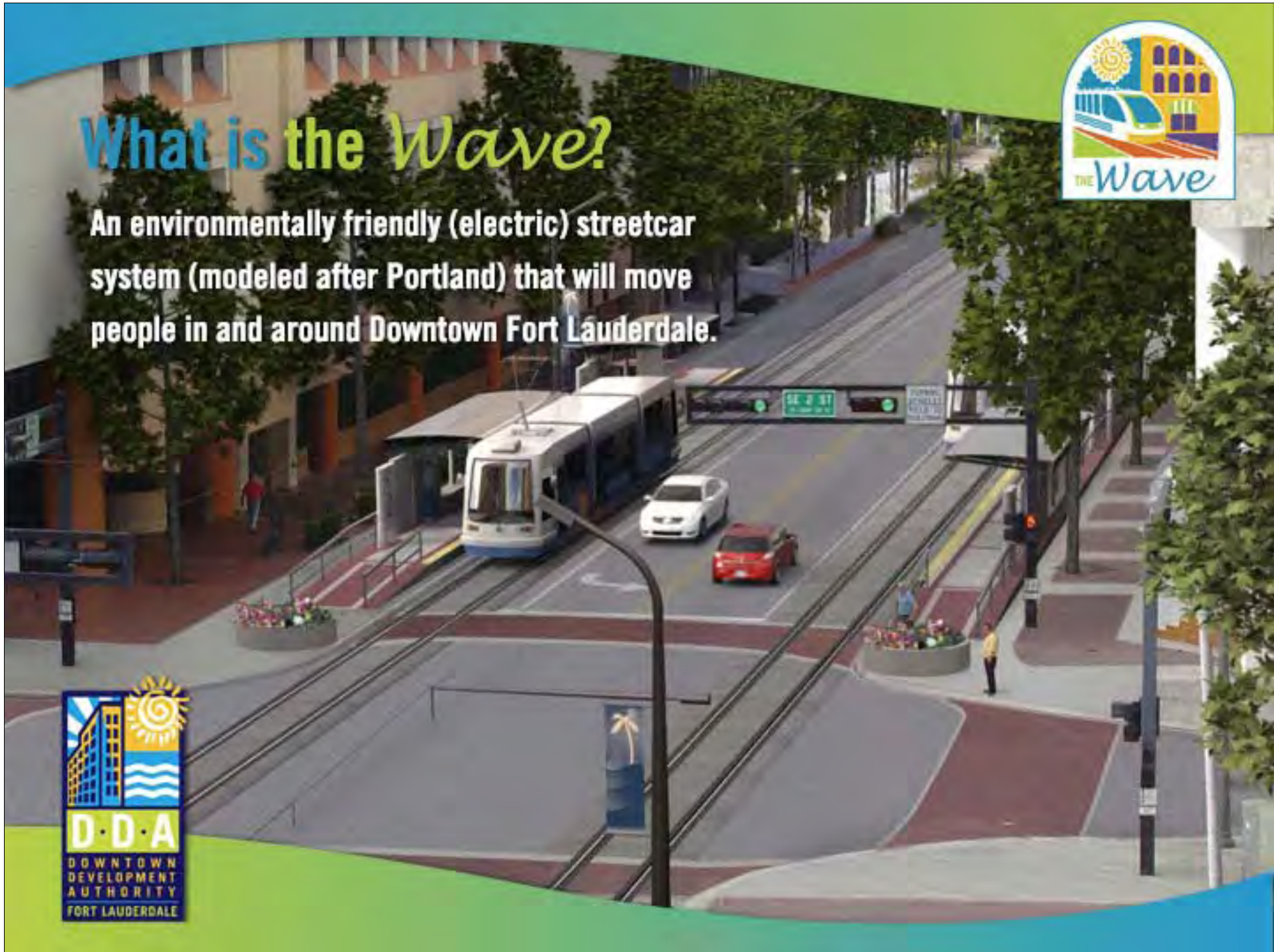
# Broward County Transit Plan

-  Phase 1: Rubbered Wheel 2010
-  Phase 2: Wave Street Car 2012
-  Future Downtown to Airport Link
-  Future Airport to Seaport Link
-  Existing Rail Service (SFRTA/Tri-Rail)
-  Future East / West Rail Link
-  Future Downtown to Beach Link
-  Future FEC Commuter Link



# What is the *Wave*?

An environmentally friendly (electric) streetcar system (modeled after Portland) that will move people in and around Downtown Fort Lauderdale.



# The Pearl District

Where once there was a contaminated rail yard, a new neighborhood has emerged!



◁ New grocery stores ▷ Restaurants ▷ Galleries ▷ Shops ▷



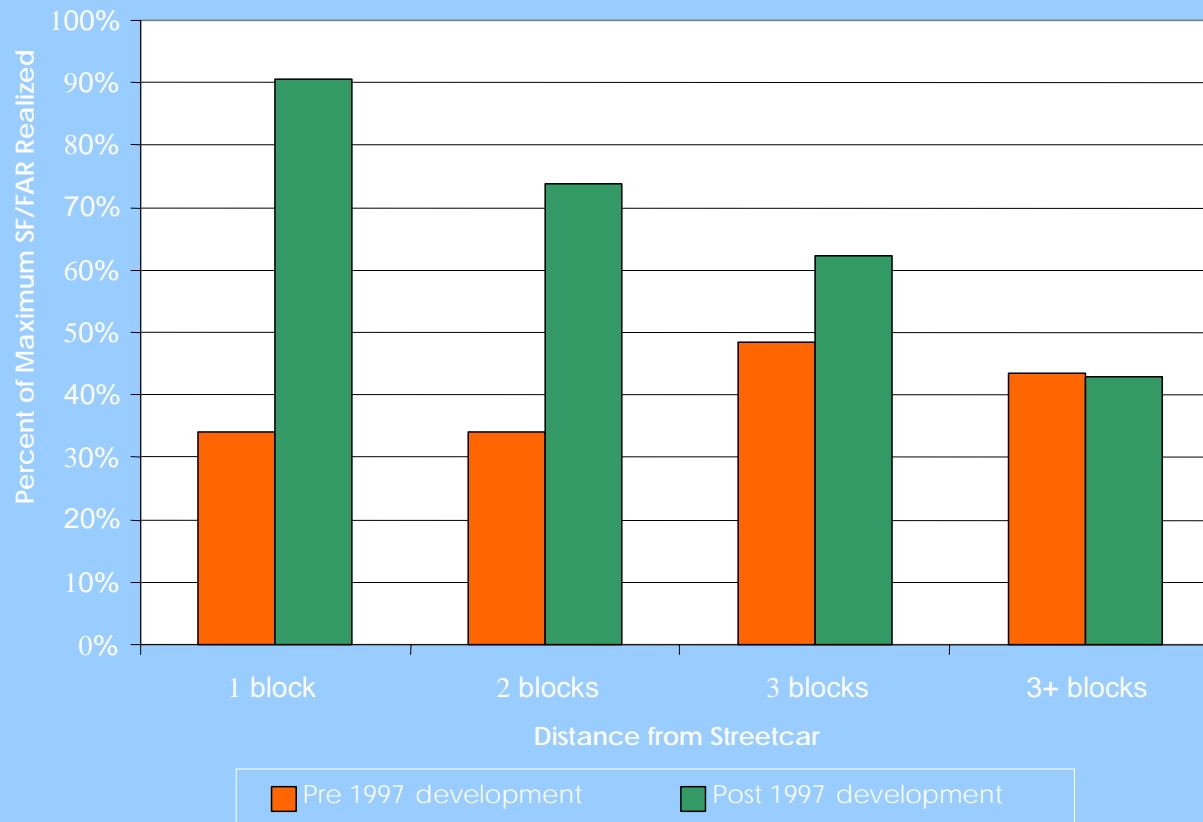
# Impact from the Streetcar

- **\$3.5 billion in private investment** within 2 blocks of the alignment
- **10,212 new housing units and 5.4 million sq ft of office, institutional, retail, and hotel construction** have been constructed within two blocks of the alignment
- Developers are building new residential buildings with **significantly lower parking ratios** than anywhere else in the region
- **Connects 2 major redevelopment areas:**
  - 70 acres of abandoned rail yards and brownfield sites
  - 128 acres of largely underused or vacant industrial land



- Increased property values
- Assist in selling units and leasing office space
- Important for securing financing
- Make housing integrate with urban environment, both near and far

# PORTLAND STREETCAR Density of Development







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Coming in December 2012!!!