

Roll call showed:

Present: Mayor John P. "Jack" Seiler arrived as noted  
Vice Mayor Charlotte E. Rodstrom  
Commissioner Bruce G. Roberts  
Commissioner Bobby B. DuBose  
Commissioner Romney Rogers

Absent: City Manager Lee R. Feldman

Also Present: Assistant City Manager Susanne Torriente  
City Auditor John Herbst  
City Clerk Jonda K. Joseph  
City Attorney Harry A. Stewart

Vice Mayor Rodstrom called the meeting to order at 6:03 p.m. She went on to elaborate upon history concerning the barrier island and master planning.

**BUS-1** CENTRAL BEACH MASTER PLAN PUBLIC IMPROVEMENT PROJECT  
EASIBILITY STUDIES: 1) Oceanside Plaza; 2) Las Olas Beach Plaza; 3)  
Sebastian Lot; 4) Almond Avenue; 5) State Road A-1-A Westside Streetscape; 6)  
State Road A-1-A Eastside Promenade and 7) Intracoastal Promenade - Marina  
Expansion

Donald Morris, Assistant to the City Manager, beach area Community Redevelopment Agency, highlighted historical information in Commission Agenda Memorandum 12-2295 and reviewed slides on this topic. A copy of the slides is attached to these minutes. At Vice Mayor Rodstrom's request, Mr. Morris explained how funding has been provided through establishment of the CRA and that it needs to be encumbered by 2019 when the CRA sunsets or it is returned to the applicable taxing agencies. Mayor Seiler arrived at approximately 6:12 p.m. during this presentation.

Bernard Zyscovich, of Zyscovich Architects, continued with review of Slides 5-22. Of the three projects, it was felt that Oceanside Plaza (Oceanside) was worthy of significant expenditure because it is the iconic entry point to the beach. The plaza would serve to enhance area retail businesses and begin to weave them together. There would also be a better quality public space. Instead of surface parking, there would be a park and plaza.

Alan Ward, FASLA, Principal of Sasaki, continued with review of Slides 23-68. Almond Avenue proposed improvements include undergrounding of utility lines. Concerning A-1-A Beachfront Promenade, there are significant environmental issues associated with the first two options, but the last two options are viable and could be incorporated into the Florida Department of Transportation improvements planned for A-1-A. There is space for a parking garage in the future, but there is not sufficient demand and associated revenue to effectively bond construction of a garage. Demand over 365 days of the year is actually only ten percent at this time.

Earl Prizlee, Engineering Design Manager, continued with review of Slides 74 and 75.

Gary Nemeth, of URS Corporation, continued with review of Slide 76.

In response to Vice Mayor Rodstrom, Mr. Prizlee advised that the marina improvements are being financed by grant funds from Florida Inland Navigation District (FIND) bond issue with debt service being paid with revenues from the marina itself along with grant funds from Florida Inland Navigation District (FIND).

Mr. Prizlee concluded with review of Slides 77-79. In response to Mayor Seiler, Mr. Prizlee indicated that the City is working with Florida Department of Transportation on a grant for A-1-A Westside Streetscape. A justification report is being prepared.

Mayor Seiler opened the floor for public comment.

Ina Lee, member of A-1-A Beach Redevelopment Board (BRB), emphasized the public input process the BRB has undergone since the studies began, and the consultants utilized that input. These projects will make the beach a world class destination that continues to draw tourism. She expressed support of creating the lot on A-1-A and Las Olas to serve as a flex-space for art and music events.

Larry Burnette, President of Venetian Condominium, expressed support of continuing to develop the beach area as a destination as well as pedestrian promenades and interconnecting the beach and the Intracoastal. He thought additional surface parking is needed, rather than parking garages. Also, open spaces should be maintained; it is not necessary to build on every beach area space. He read a prepared statement opposing Oceanside Plaza which is attached to these minutes.

Shirley Smith, member of the Parks, Recreation and Beaches Board, indicated that beach parking is costly, and plentiful on weekdays but scarce on weekends. She opposed the water feature and the garage on A-1-A and Las Olas. Instead, the City should work with what it has by improving Beach Place and holding events there, as well as D.C. Alexander Park. The sidewalk lighting is too dark in the beach area. The International Swimming Hall of Fame should have been better maintained.

Jack Newton, resident of the Venetian Condominium, noted his experience and credentials in the field of economics. He read a prepared statement opposing the Oceanside parking garage which is attached to these minutes. This is the worst investment he has ever seen, though he supported almost all of the projects recommended in the Sasaki Study.

Robert Walsh, 401 E. Las Olas Boulevard, opposed this item. The garage should be moved either north or south, and not located directly on A-1-A and Las Olas. Also, restroom facilities should not be placed on Sebastian Street. Further, A-1-A should not be widened as the beach is already too narrow.

Barry Flanigan, Chair of the Marine Advisory Board (MAB), elaborated upon measures MAB took to keep Fort Lauderdale the yachting capital of the world, however, the City continues to lose dock space to other interests. He elaborated upon what brought about the idea to expand the marina. The marina expansion concept was brought to various associations, boards, and the Commission, and about 25 letters of support were received. This will be a positive statement

for the City. He thought the plan can be tweaked. He elaborated upon the scaled sketch and the revisions it includes.

Lester Zalewski, 545 S. Fort Lauderdale Beach Boulevard, recalled the parking study's indication that additional parking is not necessary. With regard to the Sebastian Parking Garage, the City has not acquired the two privately owned parcels due to cost; but prices will only increase over time. The proposed A-1-A and Las Olas location poses a safety issue for children. He supported a parking area on Sebastian rather than Seabreeze, but only property for parking should be acquired, rather than building. He supported the marina expansion. The City's focus should be on infrastructure and safety.

Fred Carlson, 625 Orton Avenue, indicated that this matter bypassed the CBA (Central Beach Alliance). He opposed the garage on A-1-A and Las Olas as it will cause severe traffic congestion. The City should wait until the Fort Lauderdale Aquatic Complex is built before adding beach area parking. He contended that the garage is opposed by a majority, and none in support reside at the Venetian. He thought the developer has communicated poorly with residents. He was generally supportive of the other projects.

A.J. Yaari, member of the Beach Redevelopment Board and Beach Business Improvement District Advisory Committee, expressed support of the garage on A-1-A and Las Olas as it will resolve traffic issues related to drivers searching for parking. Further, the garage is in accordance with the Central Beach Master Plan that was supported by residents. It is necessary to build the City for the future.

Jordana Jarjura, member of the Beach Redevelopment Board, expressed support of these projects which are based upon the Central Beach Master Plan, as well as the Redevelopment Plan and the Sasaki Study, all of which included public input. The Oceanside Plaza will grow with and meet the City's needs. Originally three parking garages were desired. Measures were taken to avoid redundancy among the projects. She urged the public to examine the accuracy of the handouts provided tonight as a feasibility study was conducted to determine whether this is a revenue generating project.

Manny Veleda, resident of the Venetian Condominium, opposed the garage on A-1-A and Las Olas as it will obstruct views of the beach. As for concerns about the beach CRA's sunset in 2019 and where the funds will go if this garage is not built, the funds will simply be returned to the taxing agencies.

Frank Herhold, member of the Marine Advisory Board (MAB), expressed support of dredging and expansion of the marina. There is about \$500,000 in economic impact each time a mega yacht visits, regardless of the length of stay; and the City has about 1,500 visits per year. He elaborated upon a successful mega dock in Charleston, South Carolina. The marina expansion will benefit the Boat Show. The expansion should include at least 6,000 square feet of linear dockage.

Dev Motwani, 416 NE 9 Avenue, noted the many interests involved and the difficulty in pleasing everyone. He expressed support of the marina expansion project. Without speaking to a specific component, he urged the Commission to move forward with something as this is an opportunity to enhance the City as a destination.

Art Seitz, 1905 N. Atlantic Boulevard, elaborated upon the City's growth in the next ten years. He thought developers will focus on monetary gain rather than the public's desires. He expressed disappointment with the International Swimming Hall of Fame project, and that the Commission has not followed up with components of the Sasaki Plan. He contended that the Central Beach Alliance is a not-for-profit organization, and not a civic association.

Anthony Abbate, member of the Beach Redevelopment Board, noted his credentials as an architect and urban designer. He has had no objection to most elements of the Central Beach Master Plan projects except the Oceanside Plaza. Given the history and opportunity afforded by that site, the idea of a parking garage is fundamentally flawed. Great cities work toward urban design and public art that emphasizes people and not cars. The site calls for world-class design and there is still time and money available. The community's long-term economic viability should be considered.

Bradley Deckelbaum, Chair of the Beach Redevelopment Board, expressed satisfaction with all of the designs, though none are perfect as many interests and uses must be balanced. As for Oceanside Plaza, the desire was to create an attractive ground-level park, but it was necessary to replace the parking. The Plaza is a world-class iconic design that also provides an entertainment venue. He believed the garage can be built for substantially less than the conservative cost estimate that has been discussed.

Vicki Mowrey, resident of the Venetian Condominium and member of the Cemetery System Board of Trustees, indicated that the Oceanside Plaza and garage is not visible from her apartment. However, it is foolish to build a water feature 50 yards away from the beach. She was concerned about views from the beach being obstructed, as well as about the upkeep of these projects. She inquired about the maintenance budget. She expressed support of the Intracoastal promenade. If cost overrides occur, she asked what funds will be utilized to complete the projects. The lack of beach area lighting is dangerous. She urged the Commission to obtain a definitive answer as to whether more parking is needed at the beach.

Carol Lewandowski, 125 N. Birch Road, indicated that she lives near the proposed parking lot site on Birch and Sebastian. She felt the beach area is boring, and feels hopeful about the proposed plan. There is no law that prevents views of beach area residents from being obstructed. She expressed concern about the maintenance cost for these projects. She inquired as to what contingency there is in the event of another economic recession. There are security measures that can be taken for safety in the parking garage.

There was no one else wishing to speak.

Mayor Seiler noted that Vice Mayor Rodstrom brought to his attention that on September 3, 1997, the Commission adopted an ordinance restricting the use of the Oceanside property to a parking facility not to exceed four stories, open space or park use unless an alternative use is approved by referendum which was approved by the voters. In response to Vice Mayor Rodstrom, Greg Brewton, Director of Sustainable Development, advised that generally there is 10-11 feet per story.

In response to Vice Mayor Rodstrom, Assistant City Manager Torriente indicated that the City Manager has been consistent with respect to maintenance in that he would not recommend building something the City cannot afford to maintain.

Vice Mayor Rodstrom supported the marina concept and would only have a concern about parking mitigation. She liked the streetscapes, but noted maintenance has to be kept in mind. She liked the idea of moving the trees and a colored bike lane on A-1-A including narrowing the road. She liked the promenade including the connectivity.

Vice Mayor Rodstrom believed the garage violates existing deed restrictions. She felt the first floor venue space should be elsewhere and offered the possibility of D.C. Alexander Park. She liked the plaza component and only some parking. She raised the idea of enlarging the plaza instead of parking. She wanted to focus on activating the park. She believed there will already be plenty of parking.

The following information was provided in response to questions raised by Commissioner Rogers: Diana Alarcon, Director of Transportation and Mobility, indicated that she has not separated out parking needs for the CRA area. It was broken into the Galt, Sunrise Lane and Central Beach as a whole. However, the study showed there was an over-supply of parking on the central beach area, but a majority of the over-supply is under the control of private entities and there is a lack of public or affordable parking. The study recommended a 50/50 mix. Commissioner Rogers felt the best place for a parking garage would be adjacent to a bridge and the Sasaki plan provides for such a future use. With respect to dredging and the marina, Mr. Nemeth indicated during the last survey there were no resources/grasses observed but previous surveys have shown the presence of grass. This particular grass moves; it is an annual type. The intent is to move these aspects to permitting to clearly identify the type of mitigation required. The fact that it was not observed this past season does not suggest it is not a problem. If mitigation is required, he estimated \$350,000 to \$1 million per acre. Mitigation options have not yet been identified. He explained the process and noted a recommendation is four to five months away. Mr. Zyscovich noted landscaping proposed for Las Olas Beach Plaza for Commissioner Rogers. He went on to provide more detail as to what is included for the \$600,000. In further response, Mr. Ward advised that Almond Avenue would only be open for service vehicles in the morning, therefore the fourteen foot lane is usable for pedestrians and bicyclists. In addition there are sidewalks on both sides. This applies up to Banyan Street. Mr. Morris indicated that staff is looking to find a primary user for Channel Square. It will ultimately come forward to the Beach Redevelopment Board and Commission.

Commissioner Rogers supported the marina idea. He felt parking and a garage could be situated in this area at some point in time. He also thought Sunrise Lane would be a good location for a garage. He appreciated comments to leave the Oceanside site open. Net revenue from the existing surface parking lot is \$900,000 whereas the proposed garage net revenue would be \$145,000. If money is saved from not building a garage, he felt it should be devoted to the marine facility and Channel Square.

In response to Commissioner DuBose, Mr. Ward clarified the A-1-A streetscape on the west side is to move the trees that are in the middle of the sidewalk zone for clear walking space and plant palm trees near the curbside with a 2 1/2 foot setback as a buffer to the street. Those trees that are on private property would remain (beyond the 13 foot setback). It creates a clear 8 1/2 foot minimum walking zone and 13 feet where there are no trees. Precise locations will be refined in the design stage. On the east side, there are two options. One is to just widen the bike lane by borrowing space from the vehicular lanes and coloring the bike lane for definition. The other option included moving trees on the sidewalk zone. Both were recommended by the

Beach Redevelopment Board, dependent upon funding. Mr. Morris explained the Board's recommendation was modified based on lack of funding. If funding becomes available, the Board wanted to proceed with relocating the trees on the east side from the sidewalk.

Commissioner DuBose was not supportive of a water feature for children at the Oceanside Plaza because they are already at the beach and ocean. He felt there could be something more with a wow effect at the Beach Plaza without blocking the view. He referred to the streetscape presented at the October 2 conference meeting in the Broward Boulevard Gateway Plan where there is the sidewalk, bike lane, right of way, trees and then the road. He felt it was a safe design because the bikes are removed from the competition of the vehicles.

Commissioner Roberts commented that although he has not given up entirely on the idea, he felt the Oceanside Plaza's parking garage blocks the ocean view too much. Perhaps, it would be best to wait. He did not favor it as presented. He supported Las Olas Beach Plaza particularly removing the mast arms. In fact he would like to see the traffic signalization approach in more areas of the city. He liked the idea of improving the parking in the Sebastian area and deferring construction of a parking garage. For southbound A-1-A approaching the Sebastian area, there is need for enhanced crosswalks and warning to vehicular traffic so that people can get across. It is not safe. He thought the fourteen foot roadway in the Almond Avenue area could be narrowed for vehicles and designated for pedestrians. As to streetscape for the west side of A-1-A, he agreed that the trees need to be moved. He wanted to see the trees moved closer to the street on both sides. He agreed with Commissioner DuBose with respect to the promenade and having greenery next to the bike lane to avoid competition between bikes and vehicles. He supported the marina idea. If the marina expansion is not possible, he asked that the walkway along the Intracoastal be widened to twenty to twenty-four feet. He as well as Mayor Seiler asked that the City Auditor review the financial information furnished this evening by Dr. Newton.

Mayor Seiler felt any retail at Oceanside Plaza would violate the Charter and ordinance that was adopted. He did not want to see the ocean view from Las Olas Boulevard bridge impacted. He raised the idea of a more narrow, smaller building perhaps. He liked the idea of an observation deck and a water feature either at D.C. Alexander Park or Las Olas and A-1-A. He believed there is need for more affordable public parking. If a garage is placed at Oceanside Plaza, it needs to be thinner, smaller and to the right in order to not block the view and care taken to minimize shadow. There needs to be public restrooms worked into the plan. He liked the understated concept for Las Olas Beach Plaza. He agreed with Commissioner Roberts' comments about traffic signalization mast arms. He did not want any enhanced landscaping to block the view. He liked the idea of having a promenade area for events on the ocean. He liked the Sebastian Street concept but agreed with Commissioner Roberts with respect to improving crosswalk safety and warning to vehicles. He liked the Almond Avenue concept as presented. He supported the streetscape recommendations, but wanted ground cover to be low-maintenance. For the A-1-A Beachfront Promenade, he supported Option 3. For the Intracoastal Promenade, he supported Option 2. He suggested a garage in the bridge area of the same height. He did not want a restaurant use incorporated into the Intracoastal Promenade and preferred to keep the space open for public use. There should be a pedestrian pier in the marina area. He supported the floating docks concept. He wanted to see the marina cost come down. Although the garage design is spectacular, he did not think the location is correct.

CITY COMMISSION WORKSHOP  
CENTRAL BEACH MASTER PLAN – PUBLIC IMPROVEMENT PROJECT  
FEASIBILITY STUDIES

10/9/12 - 7

Mayor Seiler asked that the feedback provided this evening be organized in a memorandum for the matter to be presented at a future conference meeting. If anyone would like to provide additional input, he asked it be submitted in writing and provided to the full Commission.

The meeting adjourned at 9:02 p.m.