

COMMUNITY REDEVELOPMENT AGENCY MEETING



City of Fort Lauderdale
City Hall, 100 N. Andrews Avenue
Fort Lauderdale, FL 33301
www.fortlauderdale.gov

Meeting Minutes - APPROVED

Tuesday, June 2, 2015

City Hall Commission Chambers

The meeting was called to order at approximately 4:27 p.m.

Roll was called.

Present: Chairman John P. "Jack" Seiler
Vice-Chair Robert L. McKinzie
Member Bruce G. Roberts
Member Dean J. Trantalis
Member Romney Rogers

Quorum Established

Also Present: Lee Feldman, Executive Director
John Herbst, City Auditor
Jonda K. Joseph, Secretary
Cynthia A. Everett, General Counsel
Alfred Battle, Deputy Director for Sustainable Development Department

No public comments were submitted by email for this meeting.

**CRA-1 15-0792 Approval of Minutes of March 17, 2015 and
April 21, 2015 Meetings**

Motion made by Commissioner Roberts and seconded by Commissioner Trantalis to approve the item as recommended.

AYES: Commissioner Trantalis, Vice-Chair McKinzie, Vice-Chair Rogers, Commissioner Roberts and Chairman Seiler – not present. NAYS: None.

APPROVED

**CRA-2 15-0254 Presentation - Urban Land Institute Technical Assistance Panel -
Sistrunk Corridor Recommendations**

Jenni Morejon, Sustainable Development Director, addressed the Commission noting this is the third Technical Assistance Panel Report they have seen in the last 12 months. Ms. Morejon also announced the following appointments in Sustainable Development.

Al Battle, Deputy Director, Sustainable Development
Jeremy Earle, Deputy Director, Sustainable Development

Ms. Morejon introduced Carla Coleman the Florida Director of the Urban Land Institute, and Mr. Ken Stapleton of Stapleton and Associates. Ms. Coleman turned the presentation over to Mr. Stapleton. Mr. Stapleton reviewed the highlights of the report in his PowerPoint presentation. These included the following:

- Strategies to encourage economic development;
- Redevelopment along the sistrunk corridor;
- Answering where and how to phase efforts and activities;
- Incentives needed;
- Marketing and branding strategies;
- Organization structure changes necessary to accomplish change more quickly;
- Access to capital; and,
- Immediate next steps to build momentum.

A copy of this presentation is attached to these minutes.

Mayor Seiler returned to the meeting at 4:38 p.m.

Mayor Seiler asked why there was a need to create a Small Business Council rather than utilizing the CRA. Mr. Stapleton noted that the Small Business Council is comprised of small businesses already in the neighborhood or an adjacent neighborhood and has unique viewpoints enabling their input to advise the CRA about the best way for small businesses to succeed and to attract other small businesses to succeed. The possibility of the Small Business Council being a Chamber of Commerce Subcommittee was discussed.

Commissioner Trantalis asked what types of incentives and vision would Mr. Stapleton recommend bringing to mixed-use residential. Mr. Stapleton stated the rezoning is just one piece of the puzzle. Additionally, market research, communications material about the shared vision. The incentives (cash or non-cash) are all pieces of a clear, initial package that needs to be put in front of an experienced developer for shared vision among all stakeholders. Further discussion ensued among the Commission and Mr. Stapleton regarding this item.

Janice Hayes, 665 SW 27th Avenue, commended the City Commission and the Urban Land Institute's Report for keeping its focus on the Sistrunk Corridor issue to find a viable solution that supports economic development and cultural values for the businesses and residents of this historic community. Ms. Hayes asked where do we go from here and how do we get it done recommending restructuring the incentive programs to be more effective and more robust for infusing money into the business in the Sistrunk Corridor. Ms. Hayes also stated current businesses have a vision to attract business from other communities.

Mr. Cedric Alexander, 4520 NW 12th Court, as a lifelong resident of Sistrunk, expressed his desire for action about the recommendations. He thanked the panel for their efforts in creating a vision of what this community should look like.

Frank Schnidman, Florida Atlantic University, spoke in support of this item noting the incredible success in bringing change to the beach and downtown areas of the City as compared to 30 years ago as a result of the DDA's vision. Mr. Schnidman noted a vision that everyone can get behind is critical for investors and looking back to what was done with the redevelopment of the downtown area and the beach.

Sonya Burrows, 1600 NW 4th Street, representing Burrows Electric Company and as a member of the Negro Chamber of Commerce made up of many second-generation business owners on the Sistrunk Corridor, spoke in support of getting a developer who has a proven track record of developing an area similar to Sistrunk. She had questions about the vision. Mayor Seiler responded that the vision for Sistrunk was a collaborative effort established over time and collectively agreed upon via compromise and negotiations that included the neighborhood.

Charles King, 105 Victoria Park Road, expressed his views on the City's proposed vision for the Sistrunk Corridor.

City Manager Feldman stated no formal action was required from the Commission and this item was on the agenda for discussion about the comments of the CRA Board.

Mayor Seiler stated this item needs to be approached with more urgency regarding the window of opportunity that currently exists with people choosing Fort Lauderdale over Miami as a better place to do business from an economic perspective. Vice-Mayor McKinzie stated he concurs with the Mayor's position to move this forward with due diligence and expediency with the planning stage for the revitalization of Sistrunk Corridor. Discussion and comments ensued.

PRESENTED

Walk-On Consent Resolution Approving the Hiring of Bankruptcy Council to Represent the CRA in Bankruptcy Litigation Involving Sixth Street Plaza, Inc., and Maria J. Freeman.

City Attorney Everett requested adoption of a resolution to approve the appointing the law firm of Hough Law Group, P.A., as special counsel representing the City in bankruptcy litigation filed regarding Sixth Street Plaza, Inc. and Maria J. Freeman.

The consent resolution was introduced by Commissioner Roberts, which was read by title only.

ADOPTED

Aye: 5 – Vice-Mayor McKinzie, Commissioner Rogers, Commissioner Roberts, Commissioner Trantalis and Mayor Seiler

There being no other matters to come before the Board, the CRA meeting adjourned at 5:27p.m.



John P. "Jack" Seiler
Chairman

ATTEST:



Jonda K. Joseph
Secretary

Technical Advisory Panel (TAP) Fort Lauderdale Sistrunk Corridor

December 9 & 10, 2014

Mizell Center, Fort Lauderdale

Panelists

Developers

Barron Channer, BACH Real Estate

Joe Furst, Goldman Properties

Steven Hurwitz, Continental Real Estate Companies

Mark Troen, Brookwood Group

Economic Development Experts

Charita Allen, Ryan

Davon Barbour, City of Hollywood
Community & Economic Development

Corinna Moebius, Consultant

Ken Stapleton, Ken Stapleton & Associates,
TAP Chair

ULI Staff Experts

Carla Coleman

Jean Scott



Panel Assignment

Strategies to encourage economic development, including redevelopment

- Where/how to phase efforts and activities?
- What incentives needed?
- Marketing/branding strategies
- Organizational structure to accomplish change
- Access to capital
- Immediate next steps

Key Observations

Strengths

- Great location
- Past investments
- Site control
- Genuine cultural heritage/anchors



Challenges

- No clear story/vision
- Negative safety/brand
- Old market research
- Missing previous signs of vibrancy



Recommendations

- Better communicate shared vision – bold/transformational
- Understand market demand
- Image/brand as safe, unique, vibrant, walkable



- Create Industrial district strategies
- Capital Market Summit
- Mixed income housing

Recommendations

- Enhance CRA Structure – new partners, extend life, marketing capacity, Sistrunk-only staff
- Strategic phasing of P3 investments – stabilize, NW 7th initially, industrial



- Improved incentives – more partners, non-cash, small business focus
- Better development agreements – improved community benefits and performance incentives & disincentives

Immediate Next Steps

- ***Design/Physical*** – 7th Ave Gateways, connections to industrial district and Avenue of the Arts, stabilize past projects



- ***Economic Development Programs*** – recruit partners, market research, shared vision, capital summit, small business council, resident prosperity

Technical Assistance Panel:
City of Fort Lauderdale's
Sistrunk Corridor



December 9 and 10, 2014
Fort Lauderdale, Florida



Full report available
at
seflorida.uli.org
website
under “ULI in Action –
Technical Assistance
Panels”

Questions??