



**DEERFIELD BEACH COMMUNITY
REDEVELOPMENT AGENCY
MEETING MINUTES**

Monday, November 8, 2010, 7:00 P.M.
City Commission Chambers, Deerfield Beach City Hall

The meeting was called to order by Chair Noland at 7:05 p.m. on the above date in the City Commission Chambers, City Hall.

Roll Call:

Present: Mr. Bill Ganz
Ms. Sylvia Poitier
Mr. Martin Popelsky
Vice Chair Joseph Miller
Chair Peggy Noland

Also Present: Burgess Hanson, City Manager
Andrew Maurodis, City Attorney
Ada Graham-Johnson, MMC, City Clerk

APPROVAL OF MINUTES

August 10, 2010 & August 30, 2010 CRA Minutes

MOTION was made by Vice Mayor Miller and seconded by Mr. Popelsky to approve the meeting minutes of August 3, 2010 as submitted.

Mayor Noland inquired about the minutes from September and October.

Keven Klopp, CRA Director, said that the Clerk's office is getting caught up with the minutes and they will be presented soon. He recommended various options for providing a synopsis to the CRA meetings, because currently the Clerk's Office provides detail minutes which are more time consuming.

Voice Vote: YEAS: Mr. Ganz, Ms. Poitier, Mr. Popelsky, Vice Chair Miller, and Chair Noland. NAYS: None.

APPROVAL OF THE AGENDA

November 8, 2010

MOTION was made by Vice Chair Miller and seconded by Mr. Popelsky to approve the November 8, 2010 CRA Agenda as submitted.

APPROVAL OF THE AGENDA - CONTINUED

Voice Vote: YEAS: Mr. Ganz, Ms. Poitier, Mr. Popelsky, Vice Chair Miller, and Chair Noland. NAYS: None.

GENERAL ITEMS**ITEM 1****TIME STAMP: 7:05:42****PUBLIC WORKSHOP REGARDING 5 YEAR CAPITAL PLAN (CHEN AND ASSOCIATES)**

Keven Klopp, CRA Director, said that the public workshop was requested at the last meeting, to receive input on the longer term plans for the CRA district. He outlined projects that are currently underway. He said that there are two (2) main locations that Staff would like to address; the Cove and Sullivan Park connection area, the Main Beach Parking Lot and the area surrounding it. He said that Peter Moore, Chen & Associates, will provide a presentation, and pictures displayed are intended to generate discussion, not to lead the Board. After Mr. Moore's presentation, Kris Mory, CRA Coordinator, will provide the public's written input.

Mr. Moore said that several weeks ago, they presented the concept of the 5 Year Capital Improvement Budget. He said that the two areas that will be focused on are Sullivan Park and the Main Beach Parking Lot, which have the most potential. He outlined his presentation regarding the property's constraints and what can be achieved. He said that Ms. Mory will walk through each of the options. He said that the visual cues are not predetermined, but are examples of what other communities have done.

Continuing, Mr. Moore said that there are several constraints to Sullivan Park; the existing entrance which has to be maintained and the need for access to the site; the overall project area boundaries include the former restaurant parcel, which is not owned by the City. He referenced the overhead and commented on the lack of rights to work through the access of the waterway; this would also have to be resolved. The last constraint is the ability to access the site from the south from the Cove area is not available. He also commented on being limited by Hillsboro Boulevard and the presence of the Intracoastal Waterway.

Mr. Moore said that the options are: to not change anything; a passive park; or user fees with the potential of a marine facility, due to the proximity to the waterway. He also suggested a festival marketplace, a waterfront commons, a restaurant village, or small amphitheater. He said that there are current uses that need to be enhanced, but the scope needs to be narrowed and determine what facility should be there. The second property is the Main Beach Parking Lot. He outlined the proximity to the ocean. In this particular area, you are seeing development to the east, the south, and the west. It is all fully developed and does not present much opportunity for connectivity with other sites. Some options were briefly discussed in the Five Year Capital Plan. He outlined the landmarks that surround the parking lot. He outlined various options for the parking lot: no change; beautification; the concept of a beachfront park, with integrated parking;

GENERAL ITEMS - CONTINUED

low rise structured parking, combined with the concept of a community or governmental facility, or commercial facilities. He also suggested an amphitheater.

Ms. Mory said that the visual images demonstrate development potential, ideas, or hypothetical situations. They do not fit the Deerfield Beach identity or local architectural standard that the Board may want to adopt. She said that visual preference surveys were provided and each option will be discussed; in terms of ranking what they least like to mostly like. She said that many people do not realize that Sullivan Park exists. She outlined the parks location and size. The park is not heavily used and is limited in terms of access. She outlined the positive components to the park; view of the Intracoastal, the proximity to the Cove Shopping Center. She further reminded everyone that the purpose of the CRA is to redevelop. The main tool for redeveloping is the return that any investment made in the area will create additional revenue for future development. She asked that everyone be mindful of their decisions in how it will generate additional tax revenue.

Continuing, Ms. Mory said that the options are to leave the park in its existing condition and add more amenities; i.e. walkways, benches, and making the waterway enjoyable for other people. Possibly a marine facility, which may generate user fees. She also outlined other options that would generate usability; i.e. a ramp for loading and unloading boats, floating docks, which would require partnering with surrounding property owners. With regard to a festival marketplace, the waterfront would be developed with a pedestrian walkway with urban development behind it. She said that the waterfront commons is another extension of that idea, walkways with development behind it; on the left, it is more bucolic and on the right, more developed.

Ms. Mory said that a restaurant village was also suggested. She commented on the existing restaurants and how having restaurants along the waterway feature is an enhancement to the community. She said that the park lends itself to an amphitheater because of its attributes. Moreover, Ms. Mory outlined suggestions for the Main Beach Parking Lot; and advised that a survey had been given to the public for input to determine no change; minimal investment of beautification, i.e. additional landscaping, resurfacing, additional sidewalks with pedestrian walkways; incorporate the parking lot more into the beach; integrated parking, a beachfront park. The next level of development would be changing the configuration of the parking lot itself. On the beach, parking is a premium and this scenario will address that. She commented on a low rise parking structure, taking one level of parking and increasing it to another level, to double the parking capacity. There are scenarios that when parking is elevated, you allow options for other amenities; integrated community facilities, i.e. park, amphitheater; integrated governmental facility; or incorporated with commercial facilities. Continuing, Ms. Mory commented on the entertainment value as the center of the beach; this option would formalize the idea and bring it into a formal setting.

Chair Noland opened the meeting to the public.

GENERAL ITEMS - CONTINUED

Rita Masi, 19th Avenue, Deerfield Beach, said that with regard to Sullivan Park, the residents would like to see more of a marine facility, mostly to offer opportunities to the City's youth. She disagreed with boats parking randomly and charging them, and spoke in opposition to waterfront restaurants; additionally, one went out of business. She said that the area is heavily populated with various residential properties. Ms. Masi further urged to consider the current residents first prior to bringing in other people to enjoy what the City has to offer. She said that whatever is done will affect the residents' quality of life. The Main Beach Parking Lot is the only area that the seniors have once a week for two hours and if anything else is done, that will likely be taken away from the seniors.

Mayor Noland explained that they have a dance every Tuesday night at the Main Beach Parking Lot and that they would never take it away.

Ms. Masi expressed dissatisfaction with additional parking structures, since the current beach population cannot be accommodated. She again reiterated the impact on the residents' quality of life. Additionally, she asked that the area be left in a stayed position, as it is the jewel of South Florida.

Marge Hilton, 1101 SE 5th Court, Deerfield Beach, said that the Green Market is a good idea for Sullivan Park; the restaurant village is a possibility. She suggested cleaning up and trimming the trees, and installing a picnic area. She further suggested leaving the Main Beach Parking Lot as is, resurface it and landscape it. She said that it is probably one of the only places in Florida where you can park in the parking lot and walk across the street to the beach, and that an amphitheater was once considered, but nobody wanted it. She expressed opposition to a parking structure.

David Cohen, on behalf of the Community Relations Board, said that he spoke with Caroline Morris and she wanted to move one of the Kester Cottages to the park as a museum. He said that a part of that could be used to expose African American History as a development destination for tourism. He commented on a symposium he attended in Poland wherein different methods were used to draw cultures together, and outlined the methods used. He said that his role as a consultant was to provide history in relation to Holocaust survivors. He said that Deerfield Beach is a cultural vacuum, there are no concerts, but in Boca Raton and Fort Lauderdale something is happening. He said that something unusual can be done in the City; therefore, he would like to see a move for total integration in this town. African Americans were first made to feel unwelcomed, east of where they live; and now will not come. He said he wants to bring people together and draw tourists. He said that a restaurant would enhance the business in the Cove; as well as the amphitheater.

Mary Foster, resident, said that she does not want any changes on the Main Beach Parking Lot nor is she in favor of more parking spaces being taken away. She said that parking is difficult in Sullivan Park and she normally walks there from the Cove; thus, requiring additional parking in the Cove. She suggested a passive park or an

GENERAL ITEMS - CONTINUED

occasional marketplace, but is not in favor of a restaurant. She commented on how long ago the old restaurant was there.

Chair Noland said that it was open 10 years ago, when Bill Stewart took over the restaurant, he had to keep it open; and the only way he could sell it was upon his aunt's death. When she passed away, he closed it.

Ms. Foster asked if it is still privately owned.

Chair Noland replied yes, the property is.

Ms. Foster asked if it would have to be purchased to make any changes.

Chair Noland said that is what CRA money is to be used for.

Ms. Foster suggested a passive park and spoke in opposition to the marina, due to pollution and noise that it will cause. She expressed concern that the parking must be addressed. She also commented on maneuvering boats in the area.

Mark Dreyer, 884 SE 19th Avenue, Deerfield Beach, said that the Island is not just for residents, but for all of Deerfield to enjoy, as well as Broward County. He said that Sullivan Park is a beautiful location and suggested a passive park, as long as walkways and gardens are added, to embrace passive festivities such as the Green Market. Additionally, most cities have a small amphitheater and one on the beach or at Sullivan Park is an interesting concept. He further spoke in favor of a restaurant as it is the most logical place. Moreover, connecting the Cove to a restaurant on the other side is a very attractive commercial endeavor, if packaged correctly, the restaurant should be successful. He said that although the Main Beach Parking Lot is beautiful, there is not ample parking; therefore, he suggested a low level parking garage to relieve the problem. Additionally, he commented on people parking at the Cove and walking to the beach; therefore, a low level parking garage or double decker is practical. He said that you cannot be afraid of controlled growth to make the City better.

Commissioner Popelsky left the meeting temporarily.

Frank Congemi, 1325 SE 2nd Avenue, Deerfield Beach, said that the beach is the crown jewel of South Florida. He said that even though he has a parking sticker, it is often difficult to park; therefore, he welcomed parking. Notwithstanding, he expressed concerns with the look and feel of a garage. He commented on having a band for the residents and visitors, as Boca Raton residents come to the City's beach. He commented on a 15 - 20 foot square sandy beach at the end of Sullivan Park, where the wall drops off. He also commented on the underpass that comes around from the Cove; the base could be widened to allow the turn around to continue through the park. He objected to a restaurant or any commercial structure. Further, Mr. Congemi outlined positive aspects to the beach, the reef and the boat slip. He said that if there are user fees, to keep them low and not be prohibitive. He said that when he was at Sullivan

GENERAL ITEMS - CONTINUED

Park on Saturday and Sunday there were approximately 30 people there; thus, he asked that improvements be made to add value, possibly low impact, and to allow people to access the park.

Commissioner Popelsky returned to the meeting.

Brian Euell, 222 SE 11th Court, Deerfield Beach, said that Sullivan Park is best for a passive park, until it is determined whether the restaurant property can be purchased. He said that he would then be open to a restaurant village in the waterfront area; to generate more income for the City. He also commented on the connection south to the Cove under Hillsboro. Moreover, Mr. Euell commented on making changes to the 45 degree angle coming off the overpass to make it straight. He said that the marine facility, you will be too far into the channel that it may not work. He said that the connection into the Island should be kept. Making a connection between the Cove and Park should be researched, for pedestrian movement. Lastly, Mr. Euell agreed with a low rise parking structure with commercial on the bottom floor for the Main Beach Parking Lot. He also suggested incorporating the fire station more to the west, away from the beach; however, it would be within the Coastal Construction Limit Line (CCL) which raises various issues.

Steve Edwards, 941 SE 14th Terrace, Deerfield Beach, suggested a green or sustainable initiative, where the pier would be a LEED building. As you know, the pavilions will be redone with solar panels and lighting on the beach, sensitive for turtles. Therefore, he suggested possibly creating a park network; extending from the beach parking lot throughout the City, to the west, with all linked and themed together with sustainability in mind. He said that Sullivan Park is a great location and making it a passive park is a great idea; however, he suggested integrating kayak landings or a place for kayaks to cross over to the park and explore the areas. He also commented on the importance of fishing; however, there are signs prohibiting fishing and parking at the end of 10th Street. He further suggested allowing more interaction with the water, fishing, etc. He agreed with the green market and art shows at Sullivan Park, but suggested removing the shuffleboard courts. Moreover, Mr. Edwards suggested a small bed and breakfast where the old hotel was, with a little restaurant, or keeping it open for the public, as well as redoing the Chamber of Commerce. Further to the west, there is a parking lot; he agreed with having a historic pavilion. In terms of the main parking lot, low rise parking is an excellent idea, but it should be stacked to A1A and leave the beach side open for multiuse; amphitheater; fountain for kids.

Ed Aleva, Comfort Inn Oceanside, Deerfield Beach, said that the economy is what it is. He suggested any improvements with Sullivan Park or the Main Beach Parking Lot should be a joint effort with the pier and financially self sustaining. With regard to the marine facility, he suggested making it low cost for all users. Moreover, he recommended all three (3) and using the revenue for security to protect the events that we are stripped from, such as the firefighter event. He said if it only pays for the maintenance, then it should be kept simple. He said he almost lost his life twice in that

GENERAL ITEMS - CONTINUED

parking lot; nevertheless, he will do what he can to protect the area. He said that with regard to the beach parking lot, we cannot do anything with the traffic.

Chair Noland closed the public hearing and thanked everyone for their input.

Commissioner Ganz recommended establishing how many public hearings are necessary. He asked if the Board agreed with having two (2) more.

Chair Noland asked if the public liked the meetings better at the Public Works Facility.

Commissioner Ganz said that he heard complaints about it.

The public suggested this forum.

Commissioner Ganz suggested having a road show in the Main Beach Parking Lot.

Burgess Hanson, City Manager, asked the City Clerk if this was feasible.

Ada Graham-Johnson, City Clerk, replied that it would not be possible to have a formal meeting, but an informal meeting as previously done by the CRA Staff.

Mr. Frank Congemi suggested the Chamber of Commerce building.

Vice Chair Miller recommended having one there and if another is needed, then leave the option open.

Mr. Hanson said that he can speak with the Fire Chief about moving the trucks out of the bay for a public meeting.

There was a brief discussion regarding various locations for the public input meeting; specifically in the CRA District, close to the beach parking lot and Sullivan Park.

Mr. Klopp said that the season is approaching for road shows. They will have the tent at the Art Festival and Founder's Day. He said that the public input meetings can be scheduled after those events and generate interest. He said that these two (2) sites are the ones that people commonly ask about; however, their ideas are varied. He said that with so many options, it is hard to generate drawings of the different options.

ITEM 4

TIME STAMP: 7:58:23

CRA Resolution 2010/012: RESOLUTION TO AUTHORIZE STAFF TO NEGOTIATE AND EXECUTE A LEASE WITH BLUE WATERS LLC FOR ADDITIONAL PARKING SPACES IN THE COVE SHOPPING CENTER DURING CONSTRUCTION*

GENERAL ITEMS - CONTINUED

Keven Klopp, CRA Director, explained the item and asked for authorization to execute the lease with Blue Waters LLC. He said that parking could also be utilized for events at Sullivan Park, i.e. Green Market. A tentative agreement for the rate has been reached; however, there are other details that must be worked out. He requested authorization to execute the lease, along with the CRA Attorney's review and approval.

Vice Mayor Miller said that it is his understanding that we would find innovative ways not to interrupt the business and agreed with approving the lease.

Commissioner Popelsky said that it seems that they only park here on a Friday, and parking is available six (6) days a week. He recommended negotiating for Friday only. He asked if we really need it for seven (7) days.

Mr. Klopp said that parking is needed; however, there has not been a situation where there was no parking. Notwithstanding, we have been under construction in a remote area and once construction begins in the central areas, there will be a need. Additionally, he said that they plan to have a shuttle come in to transport individuals far from their destination. He recommended that parking be approved for non-disruption.

Commissioner Popelsky asked if he can convince the owners to have the employees' park in the designated area and leave the other areas open.

Mr. Klopp replied yes.

Ms. Poitier said that this is a great opportunity for the Economic Development Division to develop a plan offering shuttle service as a business idea for disabled people or low income persons. Therefore, whatever is put in Sullivan Park, this company would operate the shuttle to the necessary destination. She said that the \$3,500 a month is exorbitant.

Mayor Noland said that it is designated for employee and business parking.

Ms. Poitier said that she cannot see the City tax payer dollars going toward a parking space for a person to go to work. She commented on employees using public transportation or finding other places to park.

Chair Noland said that the City agreed to improve the parking lot, they agreed to make it as seamless as possible to existing businesses; especially for the businesses that were not in agreement.

Commissioner Poitier said that we have not had a completed survey to determine how much parking we need in the course of a day.

Commissioner Popelsky said 50.

Chair Noland also commented on the construction equipment that reduces parking.

GENERAL ITEMS - CONTINUED

Mr. Klopp explained the rationale used to determine the need for 50 spots; construction time was shortened; broaden the work area for the contractor, reducing the cost. He said that funds are available to accommodate these type requests. He said that it is a quid pro quo of the parking spaces that are being taken up to save the money to provide for the businesses.

Vice Chair Miller said that people who own restaurants are being ticketed; therefore, this is consistent with his vision of making this a seamless improvement.

Motion was made by Vice Mayor Miller and seconded by Mr. Ganz to approve Item 4, adopting CRA Resolution 2010/ 012.

Mr. Ganz said that the entire process is unique whereby private industries are benefiting from public dollars. He said that he is not thrilled about the dollar amount or the whole thing, furthermore, we have extended ourselves on parking; nonetheless, he recommended adhering to the Board's commitment for a seamless process. He said that the overall cost of the project is relatively small to have a seamless integration. Mr. Ganz said that he does not want the investment in the fresh market to create any animosity between businesses in the Cove who may lose face in the event, however, he seconded the motion because it is practical.

Roll Call: YEAS: Mr. Ganz, Ms. Poitier, Mr. Popelsky, Vice Chair Miller, and Chair Noland. NAYS: None

ITEM 5**TIME STAMP: 8:08:44****DISCUSSION REGARDING PARKING ENFORCEMENT AT THE COVE SHOPPING CENTER**

Keven Klopp, CRA Director, said that they are not enforcing the parking regulations within the Cove parking lot; however, if it causes more problems, then it will be readdressed. He further commented that customers have complained that they are being ticketed for parking in certain areas since their normal space is no longer available, therefore he recommended that enforcement be suspended until further notice.

Chair Noland left the meeting at 8:15 p.m.

Burgess Hanson, City Manager, said that he will be carefully monitoring this as there have been disagreements regarding this; especially with the City is paying \$3,500 a month for additional parking.

Vice Chair Miller asked if the employees could be strongly encouraged to use the designated parking area.

Mr. Ganz said that to strongly encourage them would be enforcing the parking rules.

GENERAL ITEMS - CONTINUED

Vice Chair Miller said that taking away the consequence is to stimulate business. He recommended proceeding cautiously. Additionally, he said that he has some reservations since we have the additional 50 spaces that the CRA is paying for.

Mr. Klopp said that parking enforcement will need a definitive answer, which will come from Administration.

In response to Vice Chair Miller's comment, Mr. Klopp said that 50 spaces will not be available tomorrow.

ITEM 2**TIME STAMP: 8:12:23****PROJECT UPDATE - THE COVE SHOPPING CENTER PARKING LOT IMPROVEMENTS**

This item was discussed out of order.

Mike Guinaugh, Keith & Associates, stated that the progress has been pretty good. On the outset, there was a setback with water and permit. He said that Kris Mory, CRA Coordinator, was helpful in expediting the permit. He further advised that West Construction has provided a recovery schedule to show how they are making up the time. He said that some adjustments were made regarding their work location because they were initially starting in the back of the building, but FP&L went there to work on Hillsboro Boulevard. He said that they are in constant communication with the shop owners, advising them of day to day occurrences and updating them on any changes. He said that they have received feedback that West Construction is doing a very good job and is pleased with the construction superintendent. Moreover, Mr. Guinaugh said that the brick paver sidewalk in Phase 1 will be done by Wednesday. He said that as West completes an area that can be backfilled, they are prepping them for available parking. Lastly, he said that they are on target for December 22nd.

Vice Mayor Miller asked about American Rock.

Mr. Guinaugh said that they will be working toward that area, but has spoken with the American Rock owners about what days are most advantageous as they open at 4:00 p.m. During the morning is when they will be doing the work.

Vice Chair Miller said that he has gotten positive feedback.

Keven Klopp, CRA Director, said that he too has gotten positive feedback from the West Construction superintendent.

ITEM 3**TIME STAMP: 8:16:30****PROJECT UPDATE - THE GREEN MARKET AT SULLIVAN PARK**

GENERAL ITEMS - CONTINUED

Kris Mory, CRA Coordinator, said that they have successfully entered into a contract with The Market Company. Thus far have 8 vendors to date, and anticipate 20 vendors by the start date, November 21st. She said that they negotiated the contract for \$9,100. The CRA is supporting The Market Company in terms of sending e-mail blasts and other free and value added marketing. As a part of the contract, beginning February, if successful, the revenue in excess of \$1,000 per week will be returned at 10% per week to the City. She commented on the various departments that Staff has worked with to prepare for the event; to include Parks and Recreation and FDOT. Moreover, Ms. Mory commented on the walkway connection to the Cove Shopping Center from Sullivan Park. She announced the Green Market will open on November 21st from 9 a.m. till 2 p.m. as well as a ribbon cutting. For the event kickoff, there will be live music to attract families. She said that signs will go up this week throughout the City.

Vice Chair Miller asked if the Blue Lakes (s/b Blue Waters) parking lot would be the primary parking lot for this event.

Ms. Mory said that they hope that the Cove Shopping Center parking lot will be the primary lot for the event. They have created signage directing people from Hillsboro Boulevard into the Cove Shopping Center, and then around and into the parking area. Continuing, she said that they will have people at the intersection for the first event to encourage the designated parking. The parking in the Sullivan Park area is limited to 21 spots; thus, there may be signage indicating drop off and handicapped parking only. She said that every green market they have communicated with has had growing pains; therefore, they are expecting the same as well.

PUBLIC INPUT

Cove Garden Area - Mary Foster, Deerfield Beach, asked if the Cove Gardens area would be discussed this evening.

Keven Klopp, CRA Director, said that tonight was intended to discuss the Five Year Capital Improvement Plan, but the plans for Cove Gardens is as stated in the current plans, but has not yet been adopted. The intent is to adopt them over the next 6 - 8 months; to include better drainage, lighting, and landscaping, etc. There will not be any changes in the neighborhood usage.

Chamber Parking - Frank Congemi, Chair, Deerfield Beach Chamber of Commerce, stated that they have parking spots and offered them to the Cove owners and employees.

Sullivan Park - Mr. Frank Congemi commented on the congestion in the area and asked that they be mindful of such when they have the Green Market. He suggested having pedestrians instead of vehicles.

Green Market - Brian Euell, 222 SE 11th Court, Deerfield Beach, suggested having the Fire Department to assist with traffic at the Green Market, instead of BSO.

BOARD/ADMINISTRATION COMMENTS

Workshop/Public Input - Mr. Popelsky asked if it is advisable to talk to the Commissioners and see what they would like to implement or wait on public input and then make suggestions. Since two (2) additional workshops have been proposed, the Commission can make their suggestions, and the following workshop, to combine all the comments.

Mr. Klopp said that it is advisable, and they have been meeting with each Board member seeking their input. The difficulty is putting the idea into a picture.

Motion was made by Commissioner Poitier and seconded by Commissioner Ganz.

ADJOURN

There being no further business the meeting adjourned at 8:25 p.m.

PEGGY NOLAND, CRA CHAIR

ATTEST:

ADA GRAHAM-JOHNSON, MMC, CITY CLERK