

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, SEPTEMBER 11, 2018 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:39 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Thomas Schneider

2. Citizen Comments

Linda Wilson, President of Dania Beach Friends of the Library, and member of the Creative Arts Council Advisory Board, thanked the CRA for Dania After Dark and the Art of Community Grant.

3. Administrative Reports

Director Williams reviewed a memo she distributed to the Board, which is attached to and incorporated into these minutes.

She noted a CRA workshop would be needed to discuss the City Center Community Charrette/City Center Redevelopment.

The Board agreed to hold a workshop on October 1, 2018, at 10:30 a.m.

Discussion ensued regarding attendance at the FRA 2018 Annual Conference on October 24-26, 2018.

3.1 At Home Dania Beach (Residential Beautification Grant Flyer)

Director Williams reviewed the flyer included in the agenda packet.

3.2 Commercial Property Improvement Grant Flyer

Director Williams reviewed the flyer included in the agenda packet.

Discussion ensued regarding the discontinued grant program for business interiors.

3.3 Art of Community Grant: Neighborhood Interviews Flyer

Director Williams reviewed the flyer included in the agenda packet.

3.4 Appreciation Award - City of Dania Beach Staff

Director Williams and the Board presented the CRA's 2018 Commendation Award to Rachel Icenhour, Utility Customer Service Technician, and Willie Spencer, Maintenance Worker/Equipment Operator I, for their outstanding service to the CRA.

4. Presentations

4.1 City Center Community Charrette: Findings & Next Steps
Florida International University Metropolitan Center

Kevin Greiner, FIU Metropolitan Center, gave a PowerPoint presentation and reviewed a summary report handout, which are attached to and incorporated into these minutes.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3

5.1 Minutes:
Approve Minutes of the August 28, 2018 CRA Board Meeting

5.2 Travel Requests: None

5.4 RESOLUTION NO. 2018-CRA-012

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.5 RESOLUTION NO. 2018-CRA-013

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO RENEW PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF

AGRICULTURE ("USDA") AGRICULTURAL MARKETING SERVICES ("AMS") GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM ("FMPP"); IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND THREE HUNDRED THIRTY FIVE DOLLARS (\$10,335.00) RESPECTIVELY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.6 RESOLUTION NO. 2018-CRA-014

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH SAUL EWING ARNSTEIN & LEHR LLP TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.7 RESOLUTION NO. 2018-CRA-015

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, ADOPTING THE FINAL ESTIMATES OF REVENUE AND EXPENDITURES FOR THE FISCAL YEAR COMMENCING ON OCTOBER 1, 2018 AND ENDING ON SEPTEMBER 30, 2019; APPROPRIATING FUNDS AS MAY BE NEEDED OR DEEMED NECESSARY TO DEFRAY ALL EXPENDITURES AND LIABILITIES OF THE CRA FOR SUCH FISCAL YEAR; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Vice-Chairman Harris. The motion carried unanimously.

- 5.3 Approve the Commercial Property Improvement Grant Application for Associates MD, 1437 South Federal Highway, in an amount not to exceed \$20,000.00

DeAndre Spradley, Economic Development Manager, gave a brief overview of the project, which is attached to and incorporated into these minutes.

Sergio Lafratta, Associates MD, and Mark Engel, Architect, provided additional information on the project.

Vice-Mayor Harris motioned to approve the grant application for Associates MD; seconded by Board Member Salvino. The motion carried unanimously.

6. Proposals and Bids

6.1 RESOLUTION NO. 2018-CRA-016

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO AWARD A BID RELATED TO REQUEST FOR PROPOSAL (RFP NO. CRA-18-001) TO ATLANTIC STUDIOS, INC. FOR PRODUCTION SERVICES FOR THE 2018-2019 DANIA AFTER DARK FESTIVAL (DAD) IN AN AMOUNT NOT TO EXCEED SIXTY NINE THOUSAND SIX HUNDRED

DOLLARS (\$69,600.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-CRA-016.

Commissioner Salvino asked what is included in the production cost.

Director Williams responded staging, sound, the band, electricity, fire inspection permits, BSO details, and vendors are covered.

Board Member Grace motioned to adopt Resolution #2018-CRA-016; seconded by Board Member Salvino. The motion carried unanimously.

7. Discussion and Possible Action

7.1 Florida Department of Economic Opportunity/Total Quality Logistics, LLC - Push Option Request

Director Williams reviewed the memo included in the agenda packet, and noted the item would come up on tonight's Commission agenda.

She recommended the Board support a request to the City Commission to approve the push option request by Total Quality Logistics to extend the job creation schedule by 12 months and reduce the tax refund amount from \$36,000.00 to \$34,200.00, payable in increments over a 3-year period beginning in 2019 pending invoice from DEO.

7.2 RESOLUTION NO. 2018-CRA-017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE RENEWAL OF AN EMPLOYMENT AGREEMENT WITH MS. RICKELLE WILLIAMS TO PROVIDE SERVICES AS EXECUTIVE DIRECTOR TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-CRA-017.

Commissioner Brandimarte asked why we are not waiting until the 1-year term is up.

Director Williams noted the contract would go into effect on November 15, 2018, and this was brought forward now as part of the budget process.

Vice-Mayor Harris proposed a 2 or 3 year contract term, with a minimum of 6% increase, plus the 2 extra personal days, and with an evaluation after 1 year.

Board Member Grace felt we should stick with the automatic 4% for all employees plus 2 additional personal days.

Director Williams reviewed the details of her request.

Board Member Grace felt the contract should be for 2 years.

Board Member Brandimarte said it should be 1 year.

Chairman James noted she is okay with what Director Williams asked for, especially with the amount of work that she does.

Board Member Grace noted there would be an election in two years and the new Board should have input.

Director Williams addressed the projects coming up and said she would like to see them through their fruition.

Board Member Salvino said the length of term does not make a difference if there is a clause in the contract that the Board can terminate it with the proper notice given.

The consensus of the Board was for a 2-year term contract and for 2 additional personal days.

Vice-Mayor Harris motioned to adopt Resolution #2018-CRA-017; seconded by Board Member Grace. The motion carried unanimously.

8. Board Member Comments

Board Member Salvino commended Director Williams on Dania After Dark. Businesses are getting a benefit from the events.

Board Member Salvino questioned if we could move the Board meeting time to 6:00 p.m. if there is not a lot on the agenda, with a 2-week notice if it needed to be at 5:30 p.m.

Director Williams noted recent meetings have been rather lengthy; if there is a short agenda, she will reach out to start the meeting later.

Board Member Grace spoke of the Dania After Dark event.

Board Member Brandimarte spoke of political campaigning going on at the Dania After Dark event. She does not want the event to become political and someone should monitor the activity.

City Attorney Ansbro noted there is no statute that restricts campaigning on City property, although candidates cannot take contributions in city buildings, or campaign within 100 feet of a polling place.

Board Member Brandimarte felt the event should be stopped until after the election if it is going to turn into a political environment.

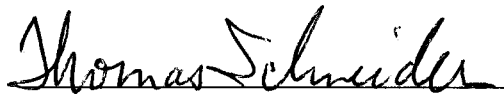
9. Information Items

There were no information items on this agenda.

10. Adjournment

Chairman James adjourned the meeting at 6:59 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


TAMARA JAMES
CHAIRMAN - CRA

Approved October 9, 2018





**REQUEST TO ADDRESS
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
REGULAR OR SPECIAL MEETINGS**

The Community Redevelopment Agency (CRA) is required by state law to keep minutes of CRA Board meetings. To properly identify persons who address the CRA in those minutes, the CRA requests that this form be completed and provided to the CRA Secretary, before the meeting begins.

DATE OF CRA BOARD MEETING: 9/11, 2018

PRINT NAME: Linda Wilson

ADDRESS: Creative Arts Council Advisory Bd + DB friends of Library

PHONE NO. (optional): _____

PLEASE CHECK ONE OR BOTH OF THE ITEMS BELOW:

- 1) ☒ CITIZEN COMMENTS:

Comments by Dania Beach citizens or interested parties that are not part of the regular printed agenda may be made during each CRA Board meeting during the period set aside for "Citizen Comments." Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the CRA Secretary immediately prior to the beginning of the meeting of their intention to speak.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

Dania After Dark - Art In the Hall Events + Community
Art of Community Grant - 2 upcoming interviews
9/21 + 9/28
events

- 2) _____ AGENDA ITEM # _____ (AS PRINTED ON AGENDA)

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)



100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: September 11, 2018
Re: **Administrative Report**

1. Community Charrette/City Center Redevelopment

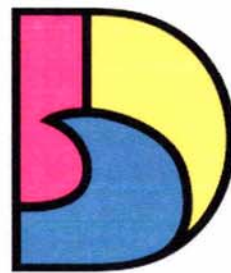
- **City/CRA Workshop** will be scheduled and convened on October 1st or 2nd

2. Re-Branding Initiative Updates:

- Construction Fence Amendment: Will come before City Commission on September 25, 2018 for 2nd Reading
- RFPs to be issued on September 13th: PR and Marketing Requests for Proposal. Proposals due September 28th.
- Airport Entrance Sign: Project specifications are completed; will go to bid in September (see rendering).

3. Upcoming Events:

- **Avery Residential Bldg. Ground Breaking (Dania Pointe)**
 - September 12 10:30 AM-11:30 AM
- **PATCH 3rd Saturday's: Honoring Veterans**
 - September 15 9:00 AM – 1:00 PM
- **Art of Community Interviews**
 - CW Thomas: September 21 5:30 PM-7:00 PM
 - Frost Park: September 28 5:30 PM -7:00 PM
- **TJ Maxx Grand Opening – Dania Pointe**
 - September 30 8:00 AM-9:30 AM
- **Greater Ft. Lauderdale Alliance Annual Dinner and Cocktail Party**
 - October 18 5:30 PM-8:00 AM
- **Ulta Beauty Grand-Opening at Dania Pointe**
 - October 19 9:30 AM-10:30 AM
- **Florida Redevelopment Association 2018 Annual Conference**
 - October 24th-26th in Fort Myers, FL.
- **Dania After Dark/Art in the Hall:** 5:00 PM to 10:00 PM
 - Saturday, October 13th
 - Saturday, November 10th
 - Saturday, December 8th



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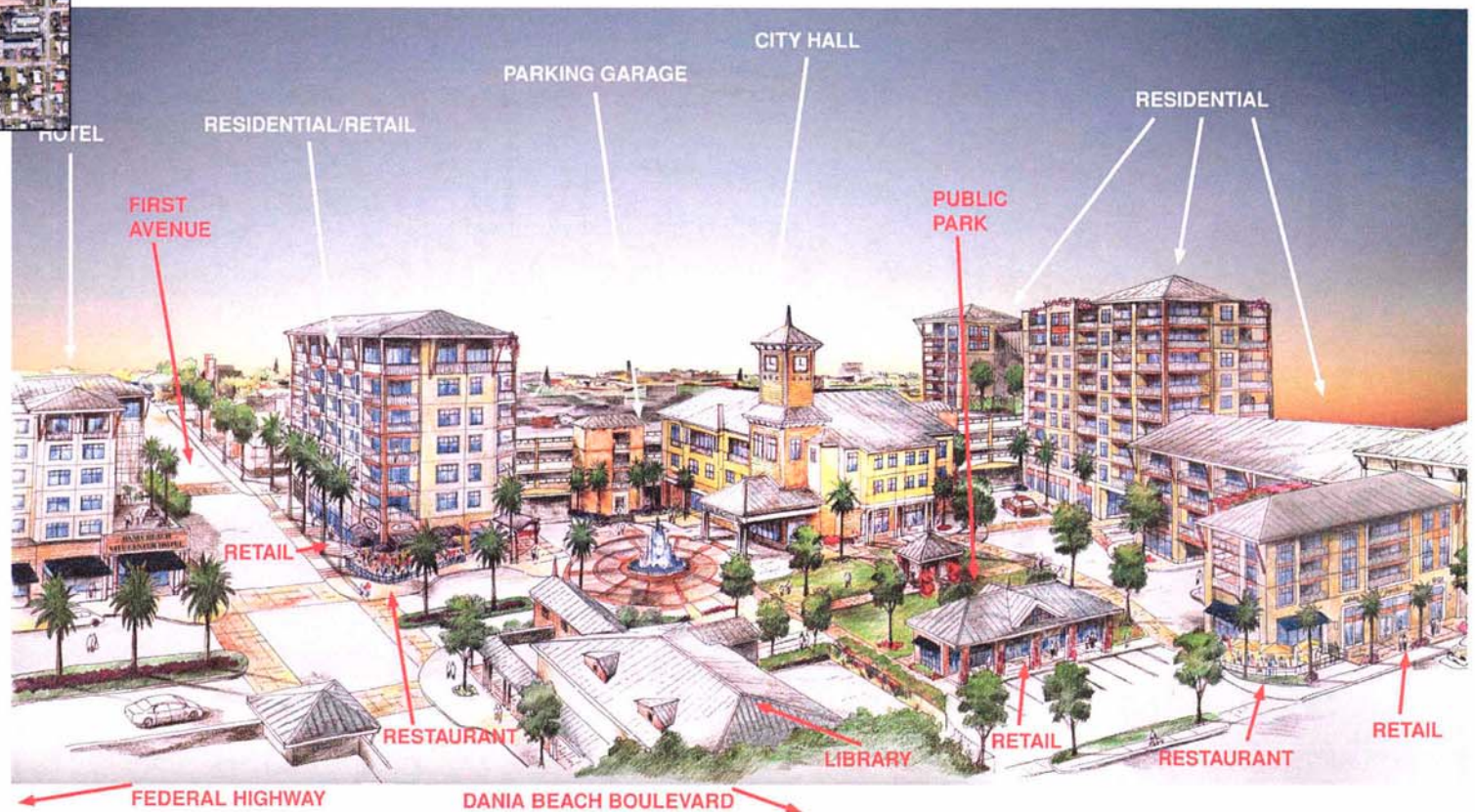


A New City Center?

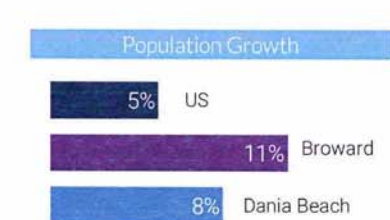


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FIU Metropolitan Center

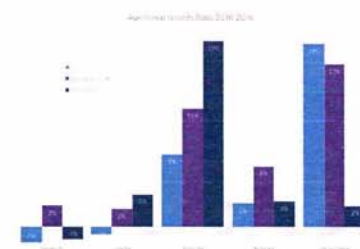


Economics, Industry, Labor Force, Employment Geography



Employment Size	Establishments	Percentage
1 to 4	101	4.7%
5 to 9	57	2.7%
10 to 19	22	1.0%
20 to 49	10	0.5%
50 to 99	5	0.2%
100 to 249	0	0.0%
250 to 249	5	0.2%
500 to 999	1	0.0%
1000 to 4999	1	0.0%
5000 to 9999	0	0.0%
10000+	1	0.0%
Unknown	12	0.6%
Total	215	100%

Sales Volume	Establishments	Percentage
Less Than \$500,000	68	31%
\$500,000-1 Million	36	17%
\$1-2.5 Millions	49	22%
\$2.5-5 Millions	12	6%
\$5-10 Millions	13	6%
\$10-20 Millions	3	1%
\$20-50 Millions	2	1%
\$50-150 Millions	2	1%
\$150-500 Millions	0	0%
\$500 Million-\$1 Billion	0	0%
Over \$1 Billion	1	0%
All Establishments	215	100%

[illegible]

42400	Financial Accounting for Nonbusiness Majors	12/06/05/06/07/08
12229	Composition	12/06/07/08
42265	Financial Modeling: Introduction	12/09/10/11/12
12207	History	12/11/12/13/14/15
21131	Health Care Delivery and Health Markets	1/14/22/25/26
33230	Nonverbal and Verbal	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12166	Public Health and Community Health	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
11283	Advanced Mathematics: Calculus (Applied Systems)	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
34192	Computer Systems: Group Systems	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
42040	Statistical Analysis: Regression and ANOVA	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12167	Public Health and Community Health	1/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
33137	Computer Systems: Mgt. and Gov. Systems	1/23/24/25/26/27/28/29/30/31
42344	U.S. Government and Supreme Court: Historical	1/28/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
16192	Public Speaking and Writing	1/28/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12167	Public Health and Community Health	1/28/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
34090	Other Systems: Group Systems for Supporting	1/28/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
13145	Classical Languages	1/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12167	Public Health and Community Health	1/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12167	Public Health and Community Health	1/29/30/31/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
21202	Statistics	2/1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
14145	Public Health and Community Health	2/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
16192	Public Speaking and Writing	2/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31
33252	Math & Biology (Mathematics)	2/14/25/26/27/28/29/30/31
34034	Physics, Physical Probability and Computing: Stats	2/18/19/20/21/22/23/24/25/26/27/28/29/30/31
12167	Public Health and Community Health	2/18/19/20/21/22/23/24/25/26/27/28/29/30/31

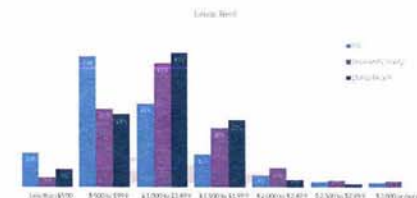
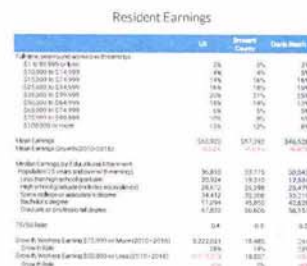


	US	Broward County	Dania Beach
Cost Burdened Homeowners	25%	37%	37%
Cost Burdened Renters	51%	61%	67%
Total Cost Burdened Households	34%	46%	52%
Median Household Income:	\$55,322	\$52,954	\$43,202
Median Sale Price	\$238,800	\$246,100	\$219,100
Median Value vs. Median HH Income	4.3	4.6	5.1

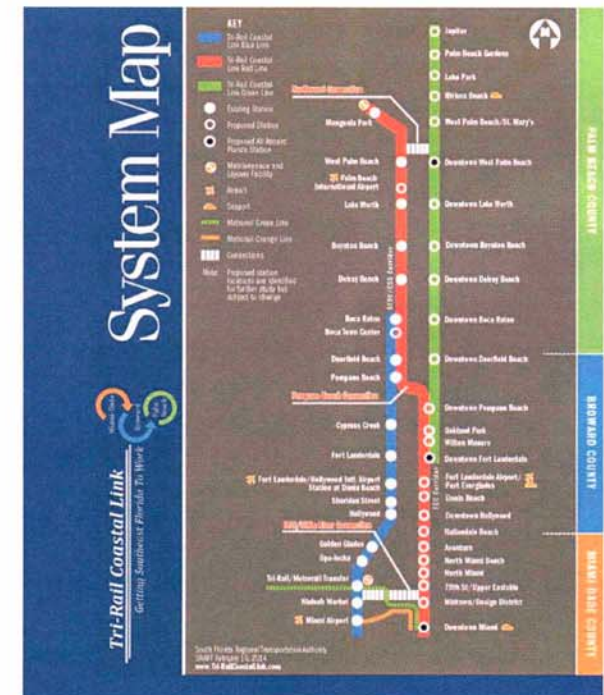
Rise of the Gig Economy
Metro #1 in US
142% Growth Since 1997
High Income Work From Home

Changing Economics of Traditional Office Development

telecommuting
24% of all workers all or part time
Average age 46
Higher earnings
#1 Commuting Choice
Increasingly as Important as Salary



Real Estate, Development Markets – Rail System

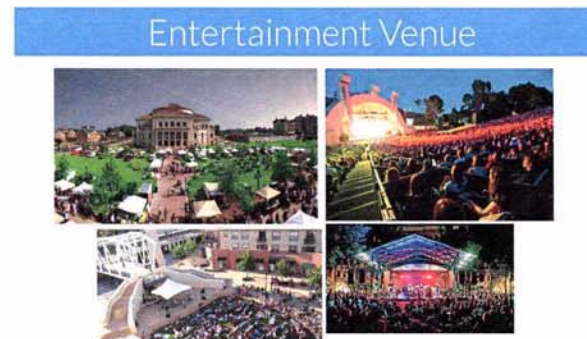


Best Practices:

City Hall Anchor Development

Transit Oriented Development (TOD)

Public-Private-Partnership (P3)



City Center Community Charette



City Center Community Charette

Dania Beach City Center Redevelopment

Project Tag Line: Historical Dania Beach Moving Forward & Making History



29

My Back Yard

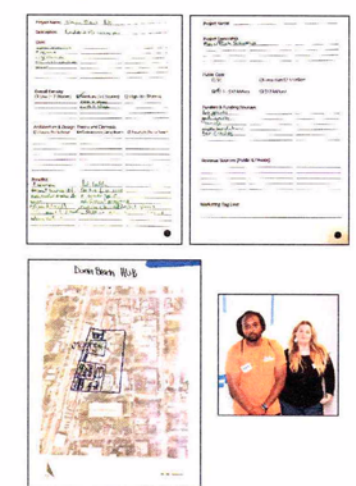
Project Tag Line: Just Like Home



28



Dania Beach Hub

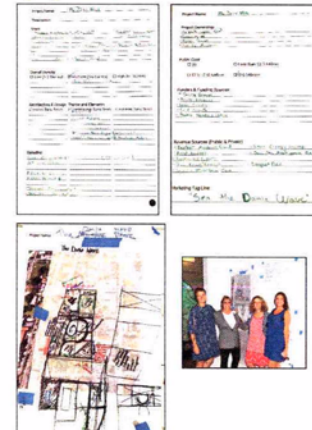


31



The Dania Wave

Project Tag Line: Sea the Dania Wave



34



First City Center

Project Tag Line: Bring the Old & New Together to the First City Center

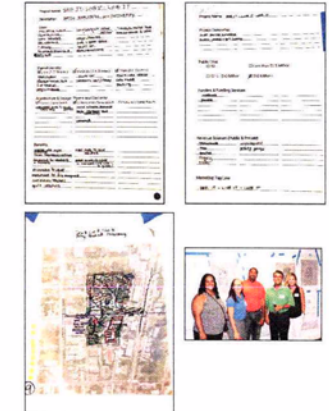


36



The Dania Wave

Project Tag Line: Sea the Dania Wave



37



①

Decide on a Development Structure

A Commitment to Pursue P3 Redevelopment

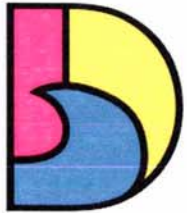


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2

Finalize a Commitment to Maximize Public Value

- Creating opportunity – grow higher skill, high paying jobs
- Expanding resident access to jobs - education, advanced job training, and continuous education
- Improving resident educational attainment rates
- Improving the downtown rate of new business formation
- Expanding housing choice and the City's supply of affordable housing
- New high quality public space and public event space
- Design and architecture that distinguishes Dania Beach
- Changes the City's regional brand identity



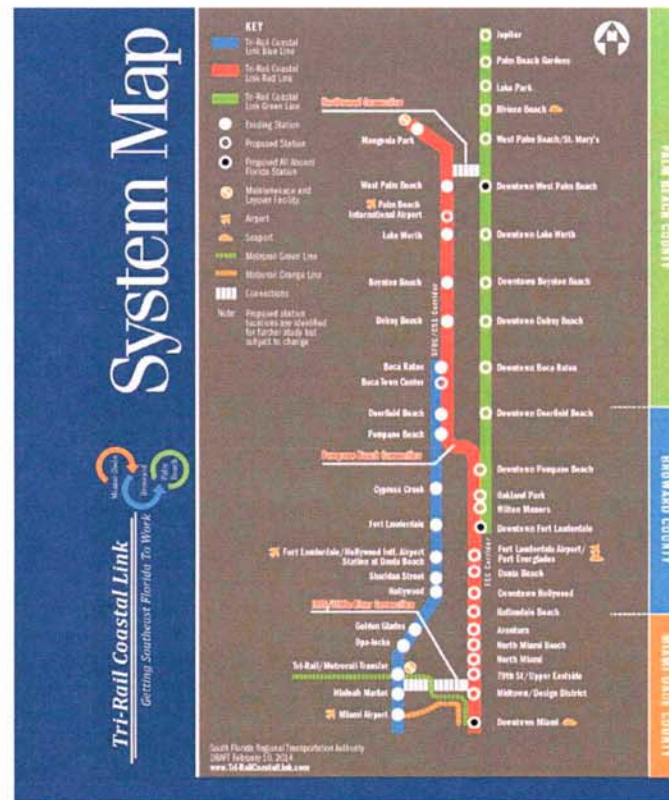
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3

Get on Board the Train!!



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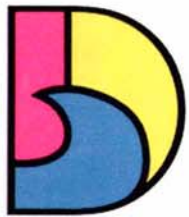


③ Get on Board the Train!!



4

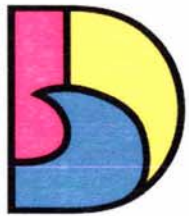
Embrace a Dense, Highly Mixed-Use Development Plan



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5

Distinguish From and
Leverage Dania Pointe



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6

Complete a Space
Program for all
Government Functions



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7

Structure a Flexible High-Quality Development Program

The Detailed City Hall and Public Services Space Program

Residential Development Specifications:

Office & Co-Working Space

Business Development & Support

High-Quality Multi-Use Public Space

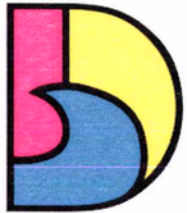
Pedestrian Connectivity and Walkability

Retail Space

Planned Connection or Integrated Development with Future Coastal Link Rail

Art, Art, and More Art

A Distinctive Architectural Theme



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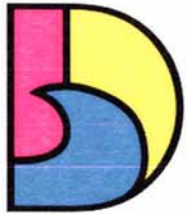
8

A Potential Redevelopment Deal Structure



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1. Preferred developer and City and complete a design and construction cost estimate for new facilities
2. Contract: developer acquires City Center sites from the City for \$1, or executes a ground lease for \$1 per year
3. Developer finances and completes construction City's new facilities for the cost of construction minus \$12.3 Million property value
4. City assumes new space for Triple-Net Lease (NNN) of \$1 per year
5. Developer is responsible for maintenance, management, leasing and improvement of remainder of the complex.
6. Developer granted right to develop remainder of property according to detailed development agreement with the City



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9

Consider Engaging
Professional Representation

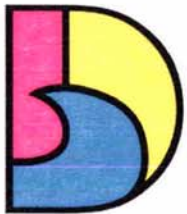


DANIA BEACH
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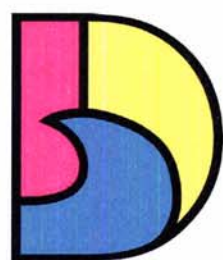
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Other RFP Elements

- Success financing projects of \$50 Million or more
- Complete Economic analysis
- Detailed financial proposal - allocation or sharing of project development operating costs
- Commitment to a Community Benefits Agreement



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City of Dania Beach

City Center Community Charette & Preliminary Action Plan

Study Findings Preview



Introduction

Dania Beach's City Center

The City of Dania Beach and the Dania Beach Community Redevelopment Agency (CRA) are considering a redevelopment of the three City owned properties which are currently home to City Hall, the City Parking Garage, County Library, and Fire Station. The City and CRA are considering redevelopment of the properties as a new City Center, with a desire to provide a better working environment for staff, a highly improved customer experience for City residents, and the possibility for new housing, job creation, commercial, and entertainment development.

The hope is that a reconceived City Center would also stimulate new development and advance the City as a community offering the highest quality of life, job opportunities, and housing choices. The City is also deeply concerned that redevelopment of the sites delivers the highest value and least cost possible to City residents.

The CRA engaged the FIU Metropolitan Center to research the City's market capacity for a proposed urban community redevelopment, and engage the public in a discussion of possibilities and priorities to provide the City with an Action Agenda to move the City Center Concept from idea to development.

This **Study Findings Preview** summarizes the key findings of the **Dania Beach City Center Community Charette and Preliminary Action Plan** report. These conclusions are drawn from market research including:

- An Economic Profile of the City, including population trends, household formations, employment, industry structure, growth patterns, core industries, and business formation;
- Analysis of the City's resident labor force, including earnings, educational attainment and skills, and the where its residents work;
- Analysis of regional real estate market trends, including housing, office, retail, and the City's Zoning regulations;
- The Tri-Rail Coastal Link and regional Transit Development; and
- An extensive Best Practices Analysis looking at trends in government administration facilities development, Transit Oriented Development (TOD) Projects, and Public Private Partnerships.

The study also relies heavily on input from the area's development community, through a **Developer Focus Group** in which some of the area's most prominent real estate developer provided valuable insight into the City Center's concept.

More importantly, the study's conclusions and many of its recommendations are drawn from the valuable input of the City's residents. On July 23rdth, the study team and City staff conducted **the City Center Community Charette**, in which 120 City residents came together to produce nine different visions of what **they** wanted a future City Center project to be. The Charette provided valuable information on the public's priorities and many creative ideas to revitalize the City Center and its downtown.

Study Findings Preview

The decision to build a new City Hall is a once in a generation decision, and will have lasting impacts on the City for the next 50 years. It is a decision that represents a significant opportunity, but also comes with significant risk. Based on the research, this study reaches eight major conclusions:

1. The potential scale and impacts of a new City Center Project is considerable. Under the City's existing City Center zoning, the three properties combined are approved as-of-right for near or over 1 Million square feet of new construction, including 956 residential units, even with a generous allowance for public space. If developed exclusively as office space, the site could accommodate up to 2,000 office workers;
2. Growing evidence exists nationwide, and from similarly sized cities, that using redeveloped government administration buildings and public facilities to anchor larger mixed-use development projects can be a successful strategy to both deliver successful real estate development projects, and also stimulate downtown and neighborhood redevelopment;
3. A growing list of examples nationwide also demonstrate that government administration facilities can successfully co-exist with a very wide range of land uses including residential, offices, entertainment, hospitality, and retail businesses. The growing trend of incorporating public facilities within larger private redevelopment projects delivers a number of crucial additional benefits including a better user experience, greater worker satisfaction, cost savings to the public (both construction and long-term maintenance), and new tax revenue;
4. The growing number of successful Public-Private-Partnership (P3) agreements to develop public facilities in Florida and the US demonstrate that they can be mutually beneficial for all parties, and are becoming a commonly accepted way to develop public facilities using private development expertise;
5. Our research indicates strong market demand to support residential development on site, as new development would be drawing from regional market demand. Additionally, Dania Beach is a proven market for multi-family residential development;
6. The high level of developer interest, and the results of the Developer Focus group further supports our conclusion that market demand for residential and mixed-use development at that site is strong, and growing;
7. If the Charette is an accurate indicator, public support for a reconceived, vibrant, and active City Center complex is also very high; and
8. Based on purely order-of-magnitude cost estimates and a very general estimate of the City's facilities space program, ***indicates that the total economic advantages of opening the proposed City Center site(s) to private redevelopment (incorporating City Hall and City facilities) are far more favorable than if the City were to redevelop the properties as a purely publicly owned and operated site.***

Overall, a redevelopment of the properties is a singular opportunity for the City. Properly executed, a new City Center Complex could: 1) provide better service to City residents through improved government facilities, 2) stimulate and jumpstart redevelopment of the City's downtown core, 3) address broader community and economic development needs, 4) generate new City tax revenue, 5) advance the City's region-wide competitive position, and 6) significantly advance the City's image and brand identity.

This study recommends the following series of steps, or **Preliminary Action Agenda**, to advance a City Center Concept into a concrete development project. The Action Agenda provides a process to move the ideals of a City Center complex to a final development plan, test the development market for interest, and finally, structure a solicitation (Request for Proposals) that maximizes benefit to and minimizes cost to the City and its residents.

1. Decide on a Development Structure Early

A Commitment to Pursue P3 Redevelopment

This study looked extensively at trends and best practices of public-private-partnership (P3) agreements to complete a wide range of development projects, and their growing successful use across the country. We recommend the City commit early to pursuing the City Center redevelopment as a *Design-Build-Finance-Operate-Maintain (DBFOM)* project, in which the City negotiates a P3 agreement for a third party to finance, build, and maintain a City Center Redevelopment project. This conclusion is based on the following:

- The potential complexity of the project, and the comprehensive development services and profession it will require;
- Regardless of its final development program, development of a future City Center complex will require considerable planning, design, financing, infrastructure, construction and marketing skills to complete.
- The City's dedicated, but limited resources;
- The pool of available real estate development talent in the region, which is some of the best in the world, and the early interest of the development community in the project;
- An extensive record of P3 experience across the nation on which the City can build its project agreement;
- A properly structured DBFOM P3 agreement would have the greatest possibility of delivering not only new government facilities, but additional development benefiting the City and stimulating broader development of the City's Downtown;
- A properly structured P3 development agreement would have the greatest financial benefit, present the lowest risk to the City, in the shortest possible time; and
- A quality solicitation process would have the advantages of getting a wider range of development solutions, insure that redevelopment is market-responsive, and do so with very low upfront cost to the City.

Economic Benefits of a P3 Agreement

The City's ownership of the subject properties and their rising appraised value puts the City in a position where it can extract favorable terms regarding the development and occupancy of new facilities in a City Center complex. If developed under a P3 agreement, the **additional** economic benefits to the City are considerable:

- The value of the property provides the City with significant cash value that can be used to construct its new facilities. Construction costs beyond its \$12 Million property value can be raised through a variety of non-City funding sources;
- Allowing the site to be converted to privately developed property would place it on the City's tax roll. 500,000 square feet of new development would generate between \$524,000 and \$600,000 of new annual property tax revenue to the City;
- The creation of 300 to 500 new housing units on-site would put households with \$11 to \$20 Million in spending capacity in close daily proximity to downtown retailers and service businesses;
- The addition of new workers on site would bring an additional daily influx of spending for downtown businesses;
- If a significant new small business development program (accelerator and incubator programs) can be developed on site, new business will further grow the City's employment and tax base;
- Developed more intensely, (as allowed under zoning) the site would create a far greater number of construction jobs and permanent service jobs on-site. This creates extensive local employment, permanent business creation and local contracting opportunities using a *Community Benefits Agreement* as part of the project; and
- Higher employment and residential density on-site dramatically improves the economic sustainability of a future Coastal Link Rail station.

In essence, given the balancing of the allowable intensity of development and the current value of the City's properties, a win-win deal can be solicited and negotiated that could be close to revenue neutral for the City that also provides extensive public benefits, space, and access.

2. Finalize a Commitment to Maximize Public Value

The City Commission has indicated its clear desire to redevelop the City Center properties in a way that captures the greatest opportunity and delivers the best value to constituents. However, the City Commission needs to formally adopt its own guiding principles that will shape the final scope of the City Center Concept, and proposals received by the development community.

The first priority in a reconceived City Center is to cost effectively deliver new City administration facilities that improve service, internal function, and an improved constituent City Hall experience. It's clear from this study that there is significant market and developer demand for a mixed-use residential project on site. However, the most successful publicly led redevelopment projects also manage to address broader community and economic development needs. Based on the research findings, the City's highest priority needs that can potentially be addressed as part of a new City Center Complex are:

- Creating opportunity for City residents by supporting the growth of higher skilled, higher paying jobs;
- Expanding resident access to higher skilled occupations and jobs as they develop through greater access to education, advanced job training, and continuous education;
- Improving City resident educational attainment rates, which are below the County and US;
- Improving the downtown core's rate of new business formation, especially new small businesses. The central City business formation rate lags well behind the County, despite the region having the highest rate of per capita entrepreneurial activity in the nation;
- Expanding housing choice and the City's supply of affordable housing. Despite low median household incomes, home sale prices and rents are approaching those of the County, and are already beyond the rest of the US. Providing a significant new supply of workforce housing is crucial in maintaining and growing the City's workforce, especially its younger workers;
- New high quality, memorable public space and public event space;
- Design and architecture that distinguishes Dania Beach, builds on its history, and/or expresses something unique about the City; and
- Structuring a development that changes the City's regional brand identity, that reinforces its qualities as a place to live and prosper.

The development and formal adoption of the key objectives is crucial, as they will guide the City Center development program, provide the framework of the City's development requirements, and an assessment platform from which to compare development proposals.

3. Get on Board the Train!!

The potential expansion of passenger service on the FEC rail line is a potentially game-changing development for the City Center site. Although the restoration of service is still in the planning stages, planning for the eventual connection of the City Center properties to new light rail service has to be considered now. ***Dania Beach is an established regional crossroads location, and its proximity to all of South Florida's major transportation assets only amplifies the potential value of a new Coastal Link station.*** The value of a new station, its impact on neighboring properties, and the City Center concept, cannot be understated.

As one of only eight locations in the County, a City Center designed and built around passenger rail service, or ***Transit Oriented Development (TOD)***, would have significant benefits. This study noted the multiple benefits of TOD projects. For Dania Beach, planning and developing a new City Center as a TOD could be game changing. First, Dania Beach's location directly between Ft Lauderdale and Downtown Miami provides a built-in competitive advantage in, as it would be a convenient ride to both South Florida's major employment destinations. Second, designed to provide convenient and direct access to passenger rail, a TOD oriented City Center would also drive demand and the economic sustainability of residential and employment uses within the complex, and go a long way toward building a new Dania Beach Brand.

However, commuter rail stops only work with high residential and job density, a dense mix of uses, and a design that integrates residential and commercial spaces into the station itself. Most high-quality TOD projects drive development of the adjoining real estate, by planning an integrated project designed to capture the value of convenient commuter rail. It is our opinion that the development of the City Center as a high-quality, unified, TOD project, will significantly improve its value, success, and economic sustainability, regardless of the final development program. ***In fact, the development of the rail stop, and its integration, or lack thereof into the City Center Final Plan may well dictate the fate of the City Center project. All future plans or development proposals should incorporate future connections or integration of a future coastal link station within them.***

The start of rail passenger service on the FEC is not that far away, so the opening of rail service and the beginning of new City Center construction could closely overlap. Planning for, and leveraging the value of Coastal Link has to begin now. The City can expedite this process by beginning conversations with the FEC Rail Corporation and the private owners of the proposed rail station property.

4. Embrace a Dense, Highly Mixed-Use Development Plan

The City took an important forward-looking step by adopting its Center City zoning district. The CC zoning, as discussed, allows the development of up to 14 story buildings enclosing as much as 1 Million square feet of building space and additional public space, or the development of over 950 housing units, as-of-right. Not that the maximum intensity of development is necessarily preferred, but a clear commitment to the development of a compact, dense mix of uses has significant benefits:

- The best potential impact to drive redevelopment of surrounding properties and improve property values downtown;
- The best program to incorporate the range of uses that best meet the City's critical needs (jobs, business development, housing, etc.);
- ***The best project economics, including lowest cost to the City, best return on investment, and highest additional tax revenue potential;***
- The best strategy for taking cars off the road, and developing and sustaining alternative mobility solutions, especially light-rail transit; and
- The best strategy for distinguishing Dania Beach in the regional market of places to locate, live, work, and play.

5. Distinguish From and Leverage Dania Pointe

Dania Pointe is a major, regional scale mixed-use development project that will significantly increase the City's total inventory of housing units, retail, commercial, office, and restaurant space. Given this scale of development, the smartest development strategy the City can adopt for development of the City Center Complex is to position its development program, price points, markets served and employment objectives as complementary, not competitive, to Dania Pointe.

Dania Pointe is selling its residential and commercial products to a regional and international market, focused on market-rate and above-market rate rents. It will be a regional and international dining, shopping, and entertainment draw. ***Every effort should be made to think of the Center City complex as complementary to Dania Pointe — a smaller-scale, locally flavored, authentically urbane, neighborhood which supports the growth of local businesses, entrepreneurs, and retailers. Positioned properly, the City Center becomes a new, affordable urban neighborhood providing high-quality job and business development opportunities.***

At the same time, Dania Pointe could help market central and downtown Dania Beach, increase its regional visibility, and contribute to its image as a living, business development and investment location. As a part of the City Center project solicitation, as well as independently, the City should:

- Develop the uses, pricing, and employment targets for City Center as complementary, rather than competitive to, Dania Pointe;
- Make every effort to physically connect downtown with Dania Pointe, insuring convenient and easy transportation between them. Options could include shuttle services in a loop between both locations, and the development of alternative mode connections (bikes, etc.);
- Develop a joint high-impact, regional marketing program that 1) positively markets Dania Pointe, the Beach and Downtown as complementary and connected living, working, visitation and entertainment experiences, 2) highlights the Dania Pointe Project as proof of the City's viability as an investment, business, and residential location, and 3) highlights the variety of businesses, cultures, food, art, and entertainment in the City Downtown Core.

6. Complete a Space Program for all Government Functions

The City needs to complete 1) A final decision on the government functions that will remain on site, 2) a space program detailing the total rooms, square feet, and adjacencies of all government functions that will be a part of a new City Center, and 3) a cost estimate of their construction using both a stand-alone design and as uses included in a larger single building. The space plan is not a building design nor a site plan. It is necessary to determine the City's bargaining position, and will be necessary regardless of the development model eventually selected.

7. Structure a Flexible High-Quality Development Program

If the City choose to pursue development of a new City Center as part of a P3 Agreement, ***let developers do the work of creatively responding to the City's needs and providing a high-quality development plan for a new City Center.*** Rather than trying to design the project on its own, the key to soliciting high quality development proposals is to balance detailed space plans for elements of the final project the City must have with more general requirements for other uses it considers important. The general ***minimum*** requirements we suggest as the basis for responding development programs are as follows:

The Detailed City Hall and Public Services Space Program

Provide the results of the detailed space program completed in Task 6 as the absolutely required part of a development proposal. However, give respondents the flexibility to design the on-site location(s) of the government functions, based on best functionality and economics. Generally, locating government functions in buildings with other uses saves construction cost through efficiencies of scale, and frees up space on site for revenue (and tax) generating uses for the developer. The density and height allowances under CC zoning could provide for considerable stacking of uses. Also, give developers the flexibility of retaining, expanding, or redeveloping the City Parking structure, recognizing that any loss of spaces will have to be purchased from the City.

Residential Development Specifications:

- A minimum target of 350 units of new housing, with a maximum up to the allowable under current CC District Zoning;
- A minimum of 25 percent of proposed housing units delivered at workforce affordable prices — rents or purchase price affordable to households earning 80 to 160 percent of the Area Median Income. Attempting to incorporate low-income housing into the City Center program would be challenging, and may limit the development of other uses within the complex;
- Provisions for providing live-work units, or live-work flexibility in the residential building and unit design. How will the prospective developer support the growth of non-employer (solo owner) businesses?

Office & Co-Working Space

The City Center should accommodate a minimum of 350 workers on site. However, this space does not have to be provided as traditional office space, but can be delivered using more efficient alternative office development. Every 10,000 square feet of traditional office space accommodates 50 workers, while the same 10,000 square feet of co-working space accommodates 200 workers and small business owners. Regional demand for co-working space leads the nation.

Business Development & Support

The City's downtown core lags the region in new business formation. The preferred development program should include either specific or generic space for a targeted business accelerator. A 10,000 square foot accelerator, based on regional averages, could host as many as 80 small businesses and start-ups per year. A preferred development program could also include not only the provision of space, but include an experienced business accelerator operator and developer in the proposed development team.

High-Quality Multi-Use Public Space

Central Plazas are historically urban focal points for public gathering and exchange. As we have shown, they are also important to civic life, and properly designed, can be a revenue generating entertainment venue. Great public gathering space are also architecturally memorable.

Pedestrian Connectivity and Walkability

A core value of great spaces and urban development is that they provide extensive and safe pedestrian connectivity within them as well as to the rest of the neighborhood. A preferred program should show how its pedestrian circulation space(s) provide ease of use, access and **continuous** walkability as part of a proposed Project.

Retail Space

In order to distinguish itself in the market from Dania Pointe, as well as provide new small business opportunities, the City Center program would be wise to consider developing accessory and ground-floor retail space as flexibly as possible, with the ability to be able to subdivide and rent spaces as small as 350 square feet. Dania Pointe will be accommodating large retailers, national chains, and may have rents out of reach for the City's smaller retailers. This strategy of "micro-retailing" is being increasingly used to support and grow **local** retail businesses, with successful models in Miami.

Planned Connection or Integrated Development with Future Coastal Link Rail

This study has emphasized the opportunity and value that a TOD approach to the City Center brings to the project. A preferred development program should be specific about how it plans to provide convenient, safe, and easy direct pedestrian access from City Center to a new Coastal Link station next door. Better yet, a preferred development program will either plan for, or develop from the start, an integrated station as part of the overall Project.

Art, Art, and More Art

The clearest consistent thread throughout the Community Charette was both the community's demand for a unique and high-quality arts experience as part of a future City Center, regardless of other uses. Programming suggestions included space for galleries, artist studios, multiple-scaled performance venues, and the ability to accommodate cultural, visual and performing arts festivals on site. In addition to supporting the City's growing arts scene, a major emphasis on not only design, but supporting flexible arts programming throughout the year in a new City Center has considerable strategic value, including:

- The arts can be an effective vehicle for marketing and accelerating investment in Downtown cores and large development projects. Street art installations, art festivals, and open-space performance venues are effective vehicles for marketing a neighborhood to potential residents, investors, and developers;
- Permanent arts and cultural venues are an important part of a mix of uses that make TOD, Innovation Districts, and downtowns desirable to both residents and businesses; and
- The development of arts venues can also proceed ahead of more intensive development, as they can be established on informal sites, open spaces, or re-purposed properties, bringing early energy to a new City Center.

A Distinctive Architectural Theme

Both the public and developers were clear on the need, and value of Dania Beach to develop a more distinctive architectural style that set it apart from neighboring communities.

Development proposals should be required to develop and demonstrate a clear architectural theme, and the sub-elements that define it, as part of an overall development plan.

8. A Potential Redevelopment Deal Structure

The City's Bargaining Position

The value of the City properties approaches the cost to build out new City facilities. However, additional value considerations enhance the City's bargaining position further. First, a general rule of thumb for large real estate projects is that the land cost should be no more than 20 percent of the total project cost. Here, the City's CC zoning allows a total order of magnitude project value of over \$200 Million. The value of the City's land represents only 4 to 5 percent of a total project cost, or less. The value of the City's parking structure is also significant. The appraisal for the property assumed an "as-if vacant" value for the properties, but did not address the value of the parking structure remaining.

A Simple Suggested Deal Structure

The City's ownership of the proposed City Center properties is the key to structuring a P3 redevelopment agreement. The simplest deal structure to offer prospective developers is to swap the value of the property for new space within a redeveloped City Center complex. This is both the City's bargaining chip and key to driving the specifics of a new City Center. Using successful examples elsewhere, the simplest deal structure to maximize value and minimize risk for the City would have five points:

1. After selecting a preferred developer through a competitive solicitation, the City and preferred developer would cooperatively complete a design and construction cost estimate for its new facilities within the City Center complex, specifying all details of design and occupancy.
2. After agreeing on a price (value) for the construction of the City's new facilities, the City would enter into a purchase contract under which the developer acquires the City Center sites from the City for \$1, or executes a ground lease (typically 99 years, and subsequent renewals), for \$1 per year.
3. In exchange, the developer develops, finances, and completes construction of the City's new facilities (which may be stand-alone or part of a larger building, based on the City's approval) for the cost of construction minus the then-appraised value of the properties (assume \$12.3 Million or more).
4. The City would assume its new space for a Triple-Net Lease (NNN) of \$1 per year, and would be responsible for fit-out, utilities, insurance and annual maintenance of its new space. The developer would be responsible for maintenance, management, leasing and improvement of the remainder of the complex.
5. The developer also gains the right to develop the remainder of the property according to a detailed development agreement with the City, specifying exact design, construction details, operating costs, and rents schedules, according to the agreed upon adherence to the development program listed above.

There could be variations on this approach, but the fundamental advantages are that the city gains new space at a significantly reduced cost than it would otherwise incur building new

facilities on its own and gains the benefits of a significant development project delivering project elements it dictates with little additional risk.

9. Consider Engaging Professional Representation

The solicitation and negotiation of a P3 agreement of this kind requires extensive experience. The City would be well advised to hire experienced outside representation to undertake what is essentially a large tenant-representation program. The region has a host of national brokerage and other real estate professionals who have completed similar assignment nationwide.

10. Other RFP Elements

A good competitive solicitation is clear in its goals and evaluation process (how it's scored). It also makes the proposers do the work of figuring out major issues, problems, or opportunities. In addition, to specifying the basics including a clear development plan, site plan, and design, a solicitation for the City's purposes should also include other key elements:

- All proposals should demonstrate current success financing projects of \$50 Million or more, and include financial partners and investing institutions as part of the development team;
- All proposals should complete their own Economic analysis, estimating the City's cost to construct and operate its proposed space program, employment created by their project, and a projection of all private and public costs for the next 30 years;
- A detailed financial proposal showing the breakdown of, allocation or sharing of project development and long-term operating costs;
- Commitment to a Community Benefit Agreement, where the developer agrees to give first preference to hiring City businesses and workers for all project development, construction, and operating functions.

Associates MD Medical Group
Commercial Property
Improvement Façade Grant

Dania Beach CRA Board Meeting

September 11, 2018

Overview of Project

- CRA Façade Program: provides grants up to \$20,000 (requires 30% match from applicant)
 - Mr. Joseph Perez, property owner, is applying on behalf of Associates MD Medical Group
 - Associates MD Medical Group (family practice) currently operates in the City at 101 S. Federal Highway (plans to relocate to 1437 S. Federal Highway)
 - Completely renovating the interior and exterior to provide doctor offices, exam rooms, X-rays, and support spaces
-

Overview of Project (cont'd)

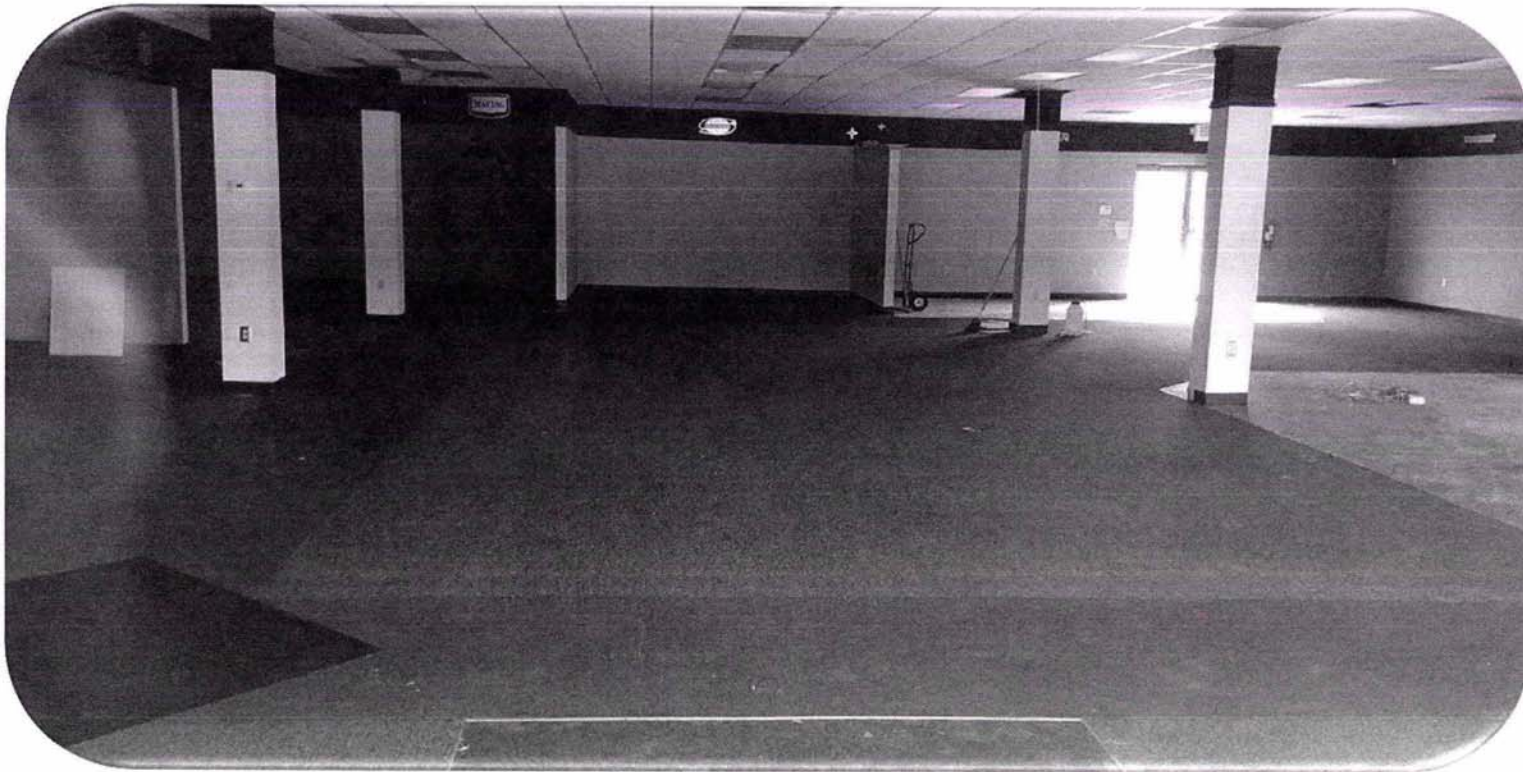
- Exterior improvements include: new paint, new architectural tower, and a new covered entry
 - Will also modify the paving and adding landscaping to create 3 additional parking spaces.
 - Work should take about 3 to 4 months (completion in early 2019)
-

Existing Photos



Facing northeast on S. Federal Hwy

Existing Photos



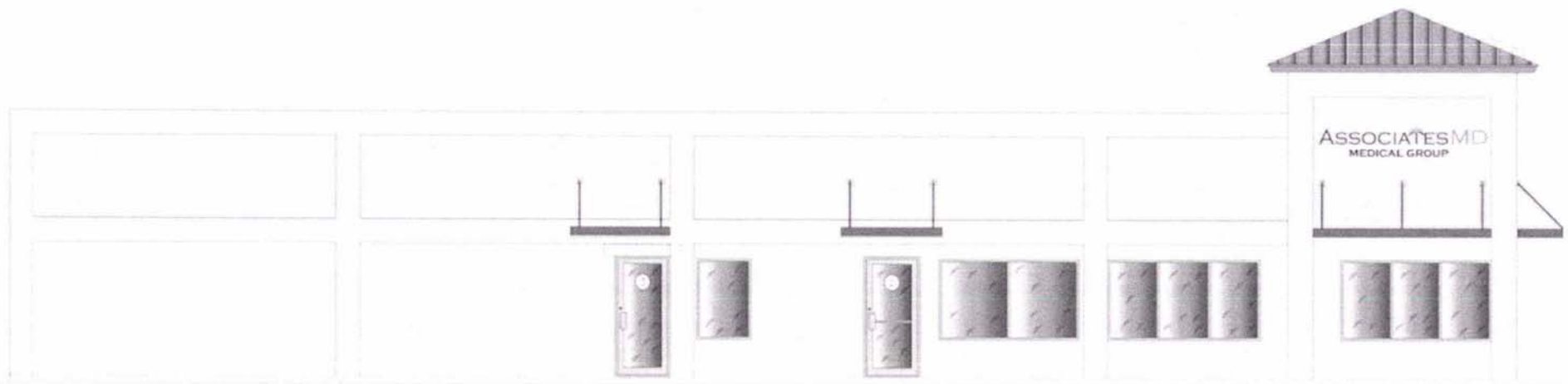
Interior of building

Existing Photos



Rear of building

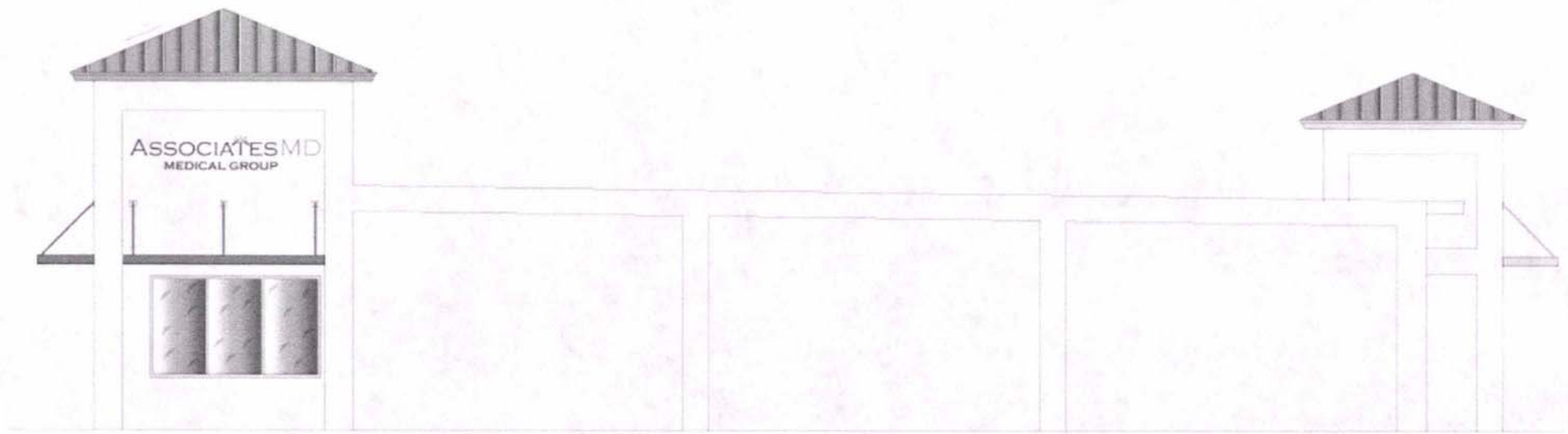
Proposed Work



WEST ELEVATION

Main entrance of building
along S. Federal Highway

Proposed Work



SOUTH ELEVATION

Side of building

Proposed Work



EAST ELEVATION

Rear of building

Summary

- The applicant is seeking the maximum grant amount of \$20,000
 - Total project costs \$33,448 (3 quotes were \$33,448; \$38,565; and \$43,426)
 - The applicant meets all of the requirements for the grant program
 - Staff is recommending the CRA Board to approve the maximum grant amount of \$20,000
-