

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JUNE 13, 2023 - 5:30 PM

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 TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
- B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.

**DECORUM POLICY FOR MEETINGS OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:**

INDIVIDUALS WHO WISH TO MAKE ANY "CITIZEN'S COMMENTS" UNDER THAT PORTION OF THE CRA BOARD AGENDA, OR WHO OTHERWISE WANT TO ADDRESS THE CRA BOARD, MUST FIRST BE REGISTERED WITH THE CRA SECRETARY (CLERK) (FORMS ARE AVAILABLE OUTSIDE OF THE CITY COMMISSION CHAMBER AND MUST BE GIVEN TO THE CLERK BEFORE THE MEETING). OTHERS WHO WANT TO ADDRESS THE CRA BOARD ON ANY MATTERS MUST FIRST BE RECOGNIZED BY THE CHAIR. ALL SUCH PERSONS MUST USE THE PODIUM IN THE COMMISSION CHAMBER. NO MORE THAN ONE PERSON AT A TIME MAY ADDRESS THE CRA BOARD FROM THE PODIUM. COMMENTS ARE ONLY TO BE MADE TO THE CRA BOARD AND ARE NOT TO BE DIRECTED TO THE AUDIENCE OR CRA STAFF.

NO INDIVIDUAL SHALL MAKE ANY SLANDEROUS OR UNDULY REPETITIVE REMARKS, OR ENGAGE IN ANY OTHER FORM OF BEHAVIOR THAT DISRUPTS OR IMPEDES THE ORDERLY CONDUCT OF THE MEETING, AS DETERMINED BY THE CHAIR. NO INDIVIDUAL MAY SPEAK DIRECTLY TO OR ADDRESS THE CHAIR, BOARD MEMBER OR CRA STAFF. COMMENTS ARE TO BE ONLY DIRECTED TO THE CRA BOARD AS A WHOLE. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OF OR OPPOSITION TO A SPEAKER OR HIS OR HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE PERMITTED IN THE COMMISSION CHAMBER.

IF ANY PERSON'S CONDUCT AS DETERMINED BY THE CHAIR IS FOUND TO BE DISRUPTIVE OR INTERFERES WITH THE ORDERLY CONDUCT OF THE MEETING, THE PERSON MAY BE ASKED BY THE CHAIR TO LEAVE THE COMMISSION CHAMBER; IF THE PERSON DOES NOT LEAVE AND THE CONDUCT PERSISTS, THE CITY POLICE DEPARTMENT WILL BE REQUESTED TO ESCORT THE INDIVIDUAL FROM THE COMMISSION CHAMBER.

ALL CELLULAR TELEPHONES ARE TO BE SILENCED DURING THE MEETING. ALL PERSONS EXITING THE COMMISSION CHAMBER SHALL DO SO QUIETLY. (RESOLUTION #2020-CRA-006)

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: A thirty (30) minute "Citizen Comments" period shall be designated on the agenda for citizens and interested persons to speak on matters whether or not scheduled on that day's agenda. Individuals wishing to speak on a matter not included on the "Public Hearing" section of the agenda, which matter pertains to an item before the City Commission which requires a decision of the City Commission, may do so by signing in and submitting a form to that effect with the City Clerk prior to the meeting. Speakers at Public Hearings shall also submit such a form. Each speaker shall be limited to 3 minutes for his or her comments. If more than ten (10) speakers express a desire to speak, the Commission shall determine on a meeting by meeting basis whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

1. Administrative Report

4. PRESENTATIONS

5. CONSENT AGENDA

1. Minutes: May 23, 2023

2. Travel Requests: None.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. Streetscape Visioning Plan for West 1st Avenue

2. Arts and Entertainment District Brand Strategy

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members
From: Michael Chen, Executive Director
Date: June 13, 2023
Re: Administrative Report

There is a lot going on in the CRA. Please connect with us directly to get current and correct information on what we are doing. Our direct numbers are:

- Michael Chen: 954-924-6801 x 3732
- Bill Harris: 954-924-6801 x 3667

If we cannot answer, leave your name and number and we will call you back.

1. DANIA BEACH INNOVATION ECOSYSTEM

Background: An Innovation Ecosystem has many different platforms to support entrepreneurs and early-stage ventures. The Dania Beach Innovation Ecosystem includes:

- Education
- Location & Events
- Mentorship
- Incubation & Acceleration
- Funding
- Talent



Update: In a 2023 strategy discussion with SCORE Broward, they expressed an interest in providing SCORE training programs at the upcoming CRA satellite office. They are also interested in providing ongoing mentorship support for the IP2Mkt Incubator graduates.

We are working with SCORE to set up programs for the Academy. We will present the First Time Homebuyer program again, as it was very popular. I and working with Broward County to present a Success in Global Commerce series this year.

2. CRA STAFFING

As advised by email, Kathleen Weeks has retired after 12 years of service with the CRA. Please join me in wishing her well for her retirement plans.

Kha White-Davis, our part-time Administrative/Financial Specialist has taken a job with another city. She left approximately six weeks ago.

I will bring some restaffing options for discussion at our CRA Budget Workshop in July.

3. PATCH:

As I advised you, the PATCH is temporarily closed to the public due to the damage and contaminated plants caused by the flooding over the past 6 - 7 weeks. The garden is still working with volunteer groups for cleanup and pruning/replanting of the damaged crops. The irrigation system was also damaged.

In a report dated April 21 from our Lead Coordinator, Biancamaria Bacarossi, the initial evaluation of the damages and the work with the Department of Agriculture and the City insurance companies was summarized. The two on-site sheds were damaged were damaged to the point of being condemned. Several volunteers have assisted with the cleanup.

In the Lead Coordinator's report dated May 19, the cleanup activity and moving the undamaged crops to higher/dryer ground was summarized. In an effort to salvage the undamaged crops, the PATCH donated 7 pounds of food. (Parsley, Chives, Kale, Green Onions, Eggplant) to the Saratoga Crossings senior group.

In the Lead Coordinator's report dated May 26, the cleanup activity and moving the undamaged crops to higher/dryer ground was described as continuing. Many of the plants have to be pruned and repotted to be saved. Our consultant, Jaime Castoro of Fruitful Field, brought several of her team members of to help.

On Thursday, May 1, Bianca harvested all remaining undamaged produce and brought it to City Hall for distribution to City employees on a first come – first served basis.

I met with Bianca and Jaime to discuss options and strategies for the fastest recovery. We also discussed options for the ongoing operation of the PATCH. I will bring some recommended options to you in the near future.

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MAY 23, 2023 – 6:00 P.M.

1. Call to Order/Roll Call

Chair Ryan called the meeting to order at 6:00 p.m.

Present:

Chair:	A. J. Ryan IV
Vice-Chair:	Lori Lewellen
Board Members:	Joyce L. Davis
	Tamara James
	Marco A. Salvino, Sr.
Executive Director:	K. Michael Chen
CRA Attorney:	Eve Boutsis
CRA Secretary:	Elora Riera, MMC

2. Citizen Comments

None.

3. Administrative Reports

Executive Director Michael Chen thanked the Board for their support in his absence.

Executive Director Chen discussed his report as provided to the Board in their agenda packets. He touched on the following:

- Innovation Ecosystem - Organizing the introduction meeting for the Incubator Advisory Board members. He is looking at two new prospects for the Board.
- BRAVO Business Visits - Business Attraction Manager is conducting relationship building visits to our businesses within the city of Dania Beach. He visited the following businesses and provided a brief overview of each:
 - Soleste Seaside
 - Avery #2
 - Dollar General
 - Oasis Pointe Residences
 - Sherwin Williams
 - RETROITIS
 - Dania Spa Novelty & Gift Shop

- Liberty Tax Service
- Big Apple Style Barbershop
- Seaview 1

Executive Director Chen commented that a budget workshop was originally scheduled for the month of May, however, due to his absence it was cancelled. He will be working with Maxine to identify a date possibly in June to reschedule the workshop to assure the Board has an opportunity to discuss and provide input for the FY2024 CRA budget.

Executive Director Chen commented on the PATCH volunteers from the United Services Automobile Association (USAA) who helped to clean up one of the areas most affected by the flood. The PATCH remains open from Monday to Friday, from 8:00 a.m. to 11:00 a.m.

4. Presentations

None.

5. Consent Agenda

5.1 Minutes: Approve Minutes of April 25, 2023 - CRA Board Meeting

Board Member James moved to approve the consent agenda. Vice Chair Lewellen seconded the motion which carried unanimously on voice vote.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Chair Ryan commented about a zoom meeting with Habitat for Humanity. He stated that there may be some properties that the City owns that could be worth looking at for Habitat for Humanity. He requested a list of those properties to present to them. Executive Director Chen commented that he did provide them with a list of properties they were interested in.

Board Member Davis commented that she also met with Habitat for Humanity on a number of occasions along with Executive Director Chen and they were interested in a townhouse property that was available. Now that Executive Director Chen has returned, those conversations can continue.

Board Member James is happy to hear that townhomes are an option.

Board Member James inquired about the properties located on Phippen Waiters Road and Executive Director Chen provided an update on that piece of land which is divided into seven properties. The City owns 6 properties and is working with outside counsel to acquire the one site.

Discussion ensued regarding the properties on Phippen Waiters Road.

Board Member James commented that she has requested if Community Development can hold RAC projects so that the City can complete some projects with CRA.

Board Member Davis mentioned that the first home for Habitat for Humanity Broward was built in Dania Beach over 20 years ago. It would be nice to have something special done along with our 120th anniversary celebration.

9. Information Items

None.

10. Adjournment

Chair Ryan adjourned the meeting at 6:20 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

ELORA RIERA, MMC
CRA SECRETARY

ARCHIBALD J. RYAN IV
CHAIR – CRA

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members
From: Michael Chen, Executive Director
Date: June 13, 2023
Re: Streetscape Visioning Plan for West 1st Avenue

Background: Creating an Arts and Entertainment District, with an enhanced public realm has been a long term goal of the CRA.

The adopted 2009 CRA Plan recommended “A redesigned NW 1st Avenue and its visual connectivity with Federal Highway may best exemplify a walkable site” and proposed a Master Plan to design an enhanced public realm for the NW 1st Avenue corridor.

The adopted 2023 CRA Plan proposed to generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an Arts & Entertainment District. Further, Plan states that activities in downtown reinforce the importance of street design and infrastructure requirements with an emphasis on an arts district concept to help improve pedestrian safety and to increase the activity of the NW/SW 1st Avenue corridor that runs parallel with S. Federal Highway.

The Project: Calvin, Giordano & Associates, Inc. is a prequalified CCNA engineering vendor for the City of Dania Beach. Responding to discussions with the CRA, Calvin, Giordano has submitted a CCNA Work Order to provide professional services to develop a Streetscape Vision Plan for an Arts and Entertainment District centered along the West 1st Avenue corridor, from Stirling Road to NW 3rd Street.

The objective of their scope of work is to develop a comprehensive streetscape vision plan for the central spine of the Dania CRA’s Arts and Entertainment District, limited to 1st Avenue from Old Griffin Road to Stirling Road. The plan will integrate urban design principles, landscape architecture techniques, engineering design considerations, and create a vibrant and engaging environment for residents, visitors, and businesses. The plan will consider pedestrian comfort, safety, accessibility, aesthetics, and functionality, while reflecting the unique character and opportunities within the District.

It should be noted, the City’s water main project along W 1st Avenue, from Stirling Road to Old Griffin Road provides a unique opportunity to enhance the streetscape/public realm of the corridor at a significantly lower cost than implementing the corridor improvements as a “stand-alone” project.

Financial Impact: The cost of the initiative is Sixty-Two Thousand, Eight Hundred, Twenty Dollars (\$62,820.00), of which Fifty Thousand Dollars (\$50,000.00) was contemplated in the fiscal year 2022-23 adopted CRA budget; the additional funding of Twelve Thousand, Eight Hundred Dollars (\$12,820.00) will be transferred from CRA account 106-52-01-552-48-17: Promotional Activities Community Events (residual funds from Dania After Dark) to 106-52-08-552-31-10: Prof. Services General..

Recommendation: It is recommended that the CRA authorize the execution of the CCNA Work Order with Calvin, Giordano & Associates, Inc. to develop a Streetscape Visioning Plan for West 1st Avenue in Downtown Dania Beach.

**CITY OF DANIA BEACH, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY WORK ORDER**

This is a Work Order, dated _____, 20____, issued by the City of Dania Beach, Florida (the “CRA”) to Calvin, Giordano & Associates, Inc. (the “Consultant”), in connection with an Agreement dated February 16, 2021, existing between the City and the Consultant, which Agreement is incorporated by this reference.

The Consultant shall perform work (the “Work”) for the CRA as described in Exhibit A, a copy of which is attached and incorporated by this reference. The Work Order and any and all timeframes pertinent to the Work are specified in that Exhibit.

IN WITNESS OF THE FOREGOING, the parties have set their hands and seals the day and year first above written.

ATTEST:

**CRA:
CITY OF DANIA BEACH, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY**

ELORA RIERA
CRA CLERK

K. MICHAEL CHEN
EXECUTIVE DIRECTOR
COMMUNITY REDEVELOPMENT AGENCY

APPROVED AS TO LEGAL FORM
AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY

CONSULTANT:

WITNESSES:

Lissette Valdes
SIGNATURE

Lissette Valdes
PRINT Name

Dawn Hopkins
SIGNATURE

Dawn Hopkins
PRINT Name

Calvin, Giordano & Associates, Inc.
a Florida corporation

Jenna
Martinetti
SIGNATURE

Digitally signed by Jenna Martinetti
Date: 2023.06.02 14:06:46 -04'00'

Jenna Martinetti

PRINT Name
Engineering Director

Title

STATE OF FLORIDA

COUNTY OF _____

The foregoing instrument was acknowledged before me on June 2 2023,
by Jenna Martinetti, as Engineering Director of Calvin, Giordano & Associates, Inc., a
Florida corporation, on behalf of the corporation. He/she is personally known to me or produced
_____ as identification and did (did not) take an oath.

Sara R
Blumkin

Digitally signed by Sara R Blumkin
Date: 2023.06.02 15:01:27 -04'00'

NOTARY PUBLIC
State of Florida

My Commission Expires:

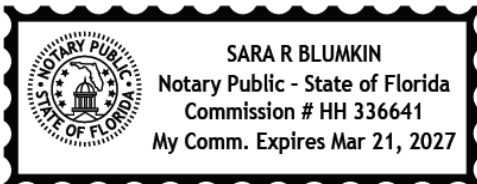


EXHIBIT A

(Description of work to be performed, approximate time frame, cost.)



Calvin, Giordano & Associates, Inc.
A **SAFEbuilt** COMPANY

Building Code Services
Civil Engineering / Roadway
& Highway Design
Coastal Engineering
Code Enforcement
Construction Engineering &
Inspection (CEI)
Construction Services
Data Technologies &
Development
Electrical Engineering
Engineering
Environmental Services
Facilities Management
Grant Management &
Writing
Geographic Information
Systems (GIS)
Governmental Services
Indoor Air Quality (IAQ)
Landscape Architecture
Planning
Project Management
Redevelopment &
Urban Design
Surveying & Mapping
Transportation & Mobility
Transportation Planning
Water / Utilities Engineering
Website Development

1800 Eller Drive
Suite 600
Fort Lauderdale, FL 33316
Tel: 954.921.7781
Fax: 954.921.8807

www.cgasolutions.com

EXHIBIT A

CCNA WORK ORDER – STREETSCAPE VISION PLAN FOR AN ARTS AND ENTERTAINMENT DISTRICT

Proposal

DATE: June 2, 2023
RE: Dania Beach CRA
W 1st Avenue Streetscape
CLIENT: City of Dania Beach
100 W Dania Beach Blvd.
Dania Beach, FL 33004
ATTENTION: Michael Chen
CRA Executive Director
CGA NO.: 23-7681

Calvin, Giordano & Associates, Inc. (CGA) is pleased to submit this proposal for professional services on the above-referenced project to the City of Dania Beach (CITY).

The specific scope of work is detailed as follows:

SCOPE OF WORK

STREETSCAPE VISION PLAN FOR AN ARTS AND ENTERTAINMENT DISTRICT

OBJECTIVE:

The objective of this scope of work is to develop a comprehensive streetscape vision plan for the central spine of the Dania CRA's Arts and Entertainment District, limited to 1st Avenue from Old Griffin Road to Stirling Road. The plan will integrate urban design principles, landscape architecture techniques, engineering design considerations, and create a vibrant and engaging environment for residents, visitors, and businesses. The plan will consider pedestrian comfort, safety, accessibility, aesthetics, and functionality, while reflecting the unique character and opportunities within the District. The scope of this work is limited to the development of conceptual design plans for the District's streetscape. Following the adoption of the visioning design, the City may opt to expand the scope of service to include the preparation of plans, specifications and estimates for the design and engineering of the approved improvements. As such, engineering design, construction document preparation, and permitting are all excluded from this scope of work.

GOALS:

- Enhance the overall streetscape design to create a sense of place and identity for the Arts and Entertainment District.
- Improve pedestrian connectivity and prioritize pedestrian-friendly design elements.
- Incorporate artistic and cultural elements into the streetscape design to celebrate the district's identity and promote a vibrant atmosphere.
- Integrate sustainable design principles, including green infrastructure, stormwater management, and energy-efficient lighting.
- Create a flexible and adaptable design that can accommodate various activities and events within the district.

TASK 1: SITE ANALYSIS AND INVENTORY

Objective:

- Conduct a thorough analysis of the project site and compile an inventory of existing conditions, including physical features, utilities, drainage patterns, land uses, and transportation infrastructure.

Activities:

- Review available documentation and conduct site visits.
- Assess the site's topography, vegetation, and existing streetscape elements.
- Evaluate access and frontage of properties on the east side of 1st Avenue.
- Identify utilities, traffic patterns, parking, and public transportation options.

Deliverables:

- Site analysis report, including maps, photographs, and observations.
- Inventory of existing conditions.

TASK 2: INITIAL STAKEHOLDER ENGAGEMENT AND VISIONING

Objective:

- Engage stakeholders to understand their needs, aspirations, and vision for the Arts and Entertainment District and how this streetscape project may impact them.

Activities:

- Conduct interviews, workshops, and focus groups with key stakeholders, such as key residents, local businesses, artists, elected officials, city staff and community organizations.
- Facilitate discussions to gather input on desired streetscape features, activities, programming, and aesthetics.
- Identify common themes and priorities among stakeholders.

Deliverables:

- Attendance and participation in 4 stakeholder meetings
- Stakeholder engagement summary, including key findings and themes.

TASK 3: CONCEPT DEVELOPMENT

Objective:

- Develop conceptual design options based on the site analysis and stakeholder input, considering the unique identity of the Arts and Entertainment District.

Activities:

- Generate design concepts that integrate urban design principles, pedestrian connectivity, and cultural elements.
- Explore various streetscape features, such as seating areas, lighting, public art, landscaping, paving materials, signage and necessary engineering and site development infrastructure.
- Assess the feasibility, cost implications, and maintenance requirements of the design concept.

Deliverables:

- Conceptual design options, including renderings, sketches, and diagrams.
- Design rationale document explaining the key elements and considerations of the concept.

TASK 4: FOLLOW-UP STAKEHOLDER ENGAGEMENT AND VISIONING

Objective:

- Engage stakeholders to solicit feedback on the concepts developed.

Activities:

- Conduct interviews, workshops, and focus groups with key stakeholders, such as key residents, local businesses, artists, elected officials, city staff and community organizations.
- Facilitate discussions to review the conceptual designs that were developed and gather input and feedback on the ideas presented.

Deliverables:

- Attendance and participation in 4 stakeholder meetings
- Stakeholder engagement summary, including key findings and themes.

TASK 5: SCHEMATIC DESIGN

Objective:

- Refine the selected conceptual design based on feedback from stakeholders, City comments, technical analysis, and best practices in urban design and landscape architecture.

Activities:

- Incorporate feedback and make adjustments to the selected design concept.
- Conduct additional analysis, such as traffic flow, accessibility, and sustainability considerations, to ensure the design is feasible.
- Prepare rendering and illustrative graphics needed to convey the design ideas and parameters.

Deliverables:

- Refined design concept, including updated renderings, plans, and sections.
- Design report summarizing the changes made and the rationale behind them.

TASK 6: DETAILED DESIGN DEVELOPMENT

Objective:

- Develop detailed design development documents for the final streetscape vision plan.

Activities:

- Prepare plans, elevations, and sections of the streetscape design, including dimensions, materials, and implementation options.
- Develop options for materials, street furniture, lighting fixtures, planting, and other streetscape elements.
- Coordinate with relevant engineering disciplines, such as civil, electrical, and structural, to ensure technical compatibility.

Deliverables:

- Complete illustrative design development package, including plans, sections, details, and specifications.
- Identify segments of the corridor for phases of implementation

TASK 7: PRESENTATION AND FINAL DOCUMENTATION

Objective:

- Prepare a comprehensive presentation of the streetscape vision plan and finalize all project documentation for distribution.

Activities:

- Prepare a visually engaging presentation of the final design, including renderings, 3D models, and animations if applicable.
- Develop a written report summarizing the design process, key design decisions, and recommendations.

Deliverables:

- Final presentation materials.
- Comprehensive project documentation, including a design report and a digital and/or printed copy of the design package.

PROPOSED FEES

Task 1: Site Analysis and Inventory	\$ 7,910.00
Task 2: Initial Stakeholder Engagement and Visioning	\$ 4,200.00
Task 3: Concept Development	\$ 17,300.00
Task 4: Follow-Up Stakeholder Engagement and Visioning	\$ 4,200.00
Task 5: Schematic Design	\$ 13,800.00
Task 6: Detailed Design Development	\$ 10,300.00
Task 7: Presentation and Final Documentation	\$ 5,110.00
TOTAL SUM	\$ 62,820.00

Cost of these services are \$62,820.00 as noted in fee breakdown.

ACCEPTANCE OF CONTRACT

CALVIN, GIORDANO & ASSOCIATES, INC.

By: **Jenna Martinetti** Digitally signed by Jenna Martinetti
Date: 2023.06.02 14:07:12 -04'00' Date: _____
Name: Jenna Martinetti
Title: Director of Engineering

City of Dania Beach
A Florida municipal corporation

By: _____ Date: _____
Name: K. Michael Chen
Title: Executive Director
Community Redevelopment Agency

RESOLUTION NO. 2023-CRA-_____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE EXECUTION OF A CCNA WORK ORDER WITH CALVIN, GIORDANO & ASSOCIATES, INC. TO DEVELOP A STREETSCAPE VISIONING PLAN FOR WEST 1ST AVENUE IN DOWNTOWN DANIA BEACH FOR A NOT TO EXCEED COST OF SIXTY TWO THOUSAND EIGHT HUNDRED TWENTY DOLLARS (\$62,820.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of Dania Beach, Florida established by the adoption of Ordinance No. 2009-045 (adopted on March 9, 2009), a Community Redevelopment Plan; and

WHEREAS, the adopted 2009 CRA Plan recommends “A redesigned NW 1st Avenue and its visual connectivity with Federal Highway may best exemplify a walkable site” and proposed a Master Plan to design an enhanced public realm for the NW 1st Avenue corridor; and

WHEREAS, the City Commission of the City of Dania Beach, Florida established by the adoption of Resolution No. 2023-029 (adopted on March 14, 2023), an updated and amended Community Redevelopment Plan; and

WHEREAS, the adopted 2023 CRA Plan proposed to generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an identified Arts & Entertainment District; and

WHEREAS, the adopted 2023 CRA Plan states that activities in downtown reinforce the importance of street design and infrastructure requirements with an emphasis on an arts district concept to help improve pedestrian safety and to increase the activity of the NW/SW 1st Avenue corridor that runs parallel with S. Federal Highway; and

WHEREAS, Calvin, Giordano & Associates, Inc. is a prequalified CCNA engineering vendor for the City of Dania Beach; and

WHEREAS, Calvin, Giordano & Associates, Inc. has submitted a CCNA Work Order to provide professional services to develop a Streetscape Vision Plan for an Arts and Entertainment District centered along the West 1st Avenue corridor, from Stirling Road to NW 3rd Street.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the above “WHEREAS” clauses are ratified and confirmed, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. That the CRA authorizes the execution of the CCNA Work Order with Calvin, Giordano & Associates, Inc. to develop a Streetscape Visioning Plan for West 1st Avenue in Downtown Dania Beach, a copy of the CCNA Work Order is attached as Exhibit "A" and made a part of and incorporated into this Resolution by this reference for such services; provided, however that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the cost of the initiative is Sixty-Two Thousand Eight Hundred Twenty Dollars (\$62,820.00), of which Fifty Thousand Dollars (\$50,000.00) was contemplated in the fiscal year 2022-23 adopted CRA budget; the additional funding of Twelve Thousand, Eight Hundred Dollars (\$12,820.00) will be transferred from CRA account 106-52-01-552-48-17: Promotional Activities Community Events (residual funds from Dania After Dark) to 106-52-08-552-31-10: Prof. Services General.

Section 4. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to the Agreement as are deemed necessary and proper for the best interests of the City and the CRA.

Section 5. That all resolutions or parts of resolutions in conflict with this resolution are repealed to the extent of such conflict.

Section 6. That this resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on June 13, 2023.

ATTEST:

ELORA RIERA, MMC
CRA CLERK

ARCHIBALD J. RYAN IV
CRA BOARD CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members

From: Michael Chen, Executive Director

Date: June 13, 2023

Re: Branding Strategy for the Arts and Entertainment District

Background: Creating a signage and branding strategy in the CRA has been a long term goal. The adopted 2023 CRA Plan proposed to generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an Arts & Entertainment District.

Goal 5 of the adopted 2009 CRA Plan states, "Pursue an active marketing and public information approach to implementation of the CRA Redevelopment Plan. Goal 5.g recommended a long term implementation strategy to "Develop a signage program";

The adopted 2023 CRA Plan states, "One potential opportunity that could further enhance the Federal Highway corridor is the installation of lighted signal improvements in key locations. This improvement would not only improve safety and convenience but also provide a visually appealing feature that adds definition to the Dania Beach Downtown Sub Area and reinforces the special character of the Arts & Entertainment District."

The Project: Calvin, Giordano & Associates, Inc. is a prequalified CCNA engineering vendor for the City of Dania Beach. Responding to discussions with the CRA, Calvin, Giordano has submitted a CCNA Work Order to provide professional services to develop a branding strategy for the Arts and Entertainment District.

The objective of their scope of work is to develop a comprehensive branding strategy for the Arts and Entertainment District, including signage, wayfinding elements, and decorative components on mast arms. The branding strategy should reflect the unique character, identity, and cultural significance of the district while enhancing its visual appeal and improving visitor experience.

Financial Impact: The cost of the initiative is Forty-Nine Thousand, Eight Hundred, Forty Dollars (\$49,840.00), which was not contemplated in the fiscal year 2022-23 adopted CRA budget; the funding will be transferred from CRA account 106-52-01-552-48-17: Promotional Activities Community Events (residual funds from Dania After Dark) to 106-52-08-552-31-10: Prof. Services General..

Recommendation: It is recommended that the CRA authorize the execution of the CCNA Work Order with Calvin, Giordano & Associates, Inc. to develop a branding strategy for the Arts and Entertainment District.

**CITY OF DANIA BEACH, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY WORK ORDER**

This is a Work Order, dated _____, 20_, issued by the City of Dania Beach, Florida (the “CRA”) to Calvin, Giordano & Associates, Inc. (the “Consultant”), in connection with an Agreement dated _____ February 16 , 2021, existing between the City and the Consultant, which Agreement is incorporated by this reference.

The Consultant shall perform work (the “Work”) for the CRA as described in Exhibit A, a copy of which is attached and incorporated by this reference. The Work Order and any and all timeframes pertinent to the Work are specified in that Exhibit.

IN WITNESS OF THE FOREGOING, the parties have set their hands and seals the day and year first above written.

ATTEST:

**CRA:
CITY OF DANIA BEACH, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY**

ELORA RIERA
CRA CLERK

K. MICHAEL CHEN
EXECUTIVE DIRECTOR

APPROVED AS TO LEGAL FORM
AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY

CONSULTANT:

WITNESSES:

Lisette Valdes
SIGNATURE

Lisette Valdes
PRINT Name

Dawn Hopkins
SIGNATURE

Dawn Hopkins
PRINT Name

Calvin, Giordano & Associates, Inc.
a Florida corporation

Jenna Martinetti
SIGNATURE

Digitally signed by
Jenna Martinetti
Date: 2023.06.02
14:08:10 -04'00'

Jenna Martinetti
PRINT Name

Engineering Director
Title

STATE OF FLORIDA

COUNTY OF #SPXBSE

The foregoing instrument was acknowledged before me on +VOF 2 20 23,
by +FOOB.BSUJOFUUJ, as &OHJOFFSJOH%ISFDUPS of \$BMWJO, (JPSEBOP & "TTPDJBUFT, *OD., a
Florida corporation, on behalf of the corporation. He/she is personally known to me or produced
_____ as identification and did (did not) take an oath.

Sara R Blumkin
NOTARY PUBLIC

Digitally signed by Sara R
Blumkin
Date: 2023.06.02 15:07:41
-04'00'

State of Florida

My Commission Expires:

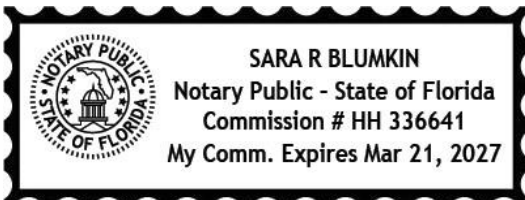


EXHIBIT A

(Description of work to be performed, approximate time frame, cost.)



Calvin, Giordano & Associates, Inc.
A **SAFEbuilt** COMPANY

EXHIBIT A

CCNA WORK ORDER – FEASIBILITY STUDY FOR A BRANDING STRATEGY FOR ARTS AND ENTERTAINMENT DISTRICT

Proposal

DATE: June 2, 2023
RE: Dania Beach CRA
Feasibility Study
CLIENT: City of Dania Beach Community Redevelopment Agency
100 W Dania Beach Blvd.
Dania Beach, FL 33004
ATTENTION: Michael Chen
CRA Executive Director
CGA NO.: 23-7682

Calvin, Giordano & Associates, Inc. (CGA) is pleased to submit this proposal for professional services on the above-referenced project to the City of Dania Beach (CITY).

The specific scope of work is detailed as follows:

Building Code Services
Civil Engineering / Roadway
& Highway Design
Coastal Engineering
Code Enforcement
Construction Engineering &
Inspection (CEI)
Construction Services
Data Technologies &
Development
Electrical Engineering
Engineering
Environmental Services
Facilities Management
Grant Management &
Writing
Geographic Information
Systems (GIS)
Governmental Services
Indoor Air Quality (IAQ)
Landscape Architecture
Planning
Project Management
Redevelopment &
Urban Design
Surveying & Mapping
Transportation & Mobility
Transportation Planning
Water / Utilities Engineering
Website Development

1800 Eller Drive
Suite 600
Fort Lauderdale, FL 33316
Tel: 954.921.7781
Fax: 954.921.8807

www.cgasolutions.com

SCOPE OF WORK

FEASIBILITY STUDY FOR A BRANDING STRATEGY FOR ARTS AND ENTERTAINMENT DISTRICT

OBJECTIVE:

The objective of this project is to develop a comprehensive branding strategy for the Arts and Entertainment District, including signage, wayfinding elements, and decorative components on mast arms. The branding strategy should reflect the unique character, identity, and cultural significance of the district while enhancing its visual appeal and improving visitor experience.

TASK 1: RESEARCH AND ANALYSIS

- Conduct a site visit to the Arts and Entertainment District to understand its physical layout, existing infrastructure, and cultural context.
- Gather information about the district's history, local culture, notable landmarks, and key attractions.
- Identify opportunities for branding components.
- Identify any existing branding elements or guidelines that need to be considered during the strategy development.

TASK 2: STAKEHOLDER ENGAGEMENT

- Conduct interviews or workshops with key stakeholders, including the CRA director, City Staff, community members, and representatives from arts organizations, to gather insights and understand their vision for the Arts and Entertainment District. This includes conducting stakeholder meeting with the Florida Department of Transportation to identify key considerations for placing decorative components on mast arms.
- Facilitate collaborative discussions to ensure that stakeholders' perspectives are considered in the branding strategy.

TASK 3: BRAND IDENTITY DEVELOPMENT

- Develop a unique and compelling brand identity for the Arts and Entertainment District that captures its essence and aligns with the stakeholders' vision.
- Create a brand positioning statement that communicates the district's unique value proposition and differentiates it from other similar districts.
- Design a visual identity system, including a logo, color palette, typography, and supporting visual elements, that reflects the brand positioning and can be applied consistently across various touchpoints.

TASK 4: SIGNAGE AND WAYFINDING STRATEGY

- Assess the existing signage within the Arts and Entertainment District and identify areas that require improvement or additional signage.
- Develop a signage strategy that incorporates the new brand identity, provides clear and informative wayfinding, and enhances the overall aesthetics of the district.
- Design a comprehensive signage plan that includes entrance signs, directional signs, parking signs, and key gateway marking signage elements.
- Specify materials, dimensions, and installation methods for the signage to ensure durability.

- Develop a user-friendly wayfinding system that guides visitors through the district's various attractions, amenities, and points of interest.
- Determine optimal locations for wayfinding elements.

TASK 5: DECORATIVE COMPONENTS FOR MAST ARMS

- Create a concept for decorative components to be installed on mast arms within the district.
- Design decorative elements that enhance the visual appeal of the district, complement the brand identity, and reflect the artistic and cultural aspects of the area.
- Specify materials, colors, dimensions, and installation methods for the decorative components, ensuring they are durable, weather-resistant, and compliant with safety regulations.
- Present and discuss decorative components with the Florida Department of Transportation to identify mechanisms for approval of concept.

TASK 6: GUIDELINES AND IMPLEMENTATION

- Develop branding guidelines that document the brand identity, signage strategy, wayfinding system, and decorative components.
- Provide instructions for implementing the branding strategy, including mast arm decoration.

PROPOSED FEES

Task 1: Research and Analysis	\$ 4,150.00
Task 2: Stakeholder Engagement	\$ 5,760.00
Task 3: Brand Identity Development	\$ 5,550.00
Task 4: Signage and Wayfinding Strategy	\$ 17,720.00
Task 5: Decorative Components for Mast Arms	\$ 9,630.00
Task 6: Guidelines and Implementation	\$ 7,030.00
TOTAL SUM	\$ 49,840.00

Cost of these services are \$49,840.00 as noted in fee breakdown.

ACCEPTANCE OF CONTRACT

CALVIN, GIORDANO & ASSOCIATES, INC.

By: **Jenna Martinetti** Digitally signed by Jenna Martinetti
Date: 2023.06.02 14:08:34 -04'00' Date: _____
Name: Jenna Martinetti
Title: Director of Engineering

Dania Beach Community Redevelopment Agency

By: _____ Date: _____

Name: K. Michael Chen
Title: Executive Director

RESOLUTION NO. 2023-CRA-_____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE EXECUTION OF A CCNA WORK ORDER WITH CALVIN, GIORDANO & ASSOCIATES, INC. TO DEVELOP A BRANDING STRATEGY FOR THE ARTS AND ENTERTAINMENT DISTRICT FOR A NOT TO EXCEED COST OF FORTY NINE THOUSAND EIGHT HUNDRED FORTY DOLLARS (\$49,840.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of Dania Beach, Florida established by the adoption of Ordinance No. 2009-045 (adopted on March 9, 2009), a Community Redevelopment Plan; and

WHEREAS, Goal 5 of the adopted 2009 CRA Plan states, “Pursue an active marketing and public information approach to implementation of the CRA Redevelopment Plan. Goal 5.g recommended a long-term implementation strategy to “develop a signage program”; and

WHEREAS, the City Commission of the City of Dania Beach, Florida established by the adoption of Resolution No. 2023-029 (adopted on March 14, 2023), an updated and amended Community Redevelopment Plan; and

WHEREAS, the adopted 2023 CRA Plan proposed to generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an identified Arts & Entertainment District; and

WHEREAS, the adopted 2023 CRA Plan states, “One potential opportunity that could further enhance the Federal Highway corridor is the installation of lighted signal improvements in key locations. This improvement would not only improve safety and convenience but also provide a visually appealing feature that adds definition to the Dania Beach Downtown Sub Area and reinforces the special character of the Arts & Entertainment District.”; and

WHEREAS, Calvin, Giordano & Associates, Inc. is a prequalified CCNA engineering vendor for the City of Dania Beach; and

WHEREAS, Calvin, Giordano & Associates, Inc. has submitted a CCNA Work Order to provide professional services to develop a branding strategy for the Arts and Entertainment District.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the above “WHEREAS” clauses are ratified and confirmed, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. That the CRA authorizes the execution of the CCNA Work Order with Calvin, Giordano & Associates, Inc. to develop a branding strategy for the Arts And Entertainment District, a copy of the CCNA Work Order is attached as Exhibit "A" and made a part of and incorporated into this Resolution by this reference for such services; provided, however that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the cost of the initiative is Forty-Nine Thousand Eight Hundred Forty Dollars (\$49,840.00), which was not contemplated in the fiscal year 2022-23 adopted CRA budget; the funding will be transferred from CRA account 106-52-01-552-48-17: Promotional Activities Community Events (residual funds from Dania After Dark) to 106-52-08-552-31-10: Prof. Services General.

Section 4. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to the Agreement as are deemed necessary and proper for the best interests of the City and the CRA.

Section 5. That all resolutions or parts of resolutions in conflict with this resolution are repealed to the extent of such conflict.

Section 6. That this resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on June 13, 2023.

ATTEST:

ELORA RIERA, MMC
CRA CLERK

ARCHIBALD J. RYAN IV
CRA BOARD CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY