

**AGENDA  
SPECIAL JOINT MEETING**

**BEACH REDEVELOPMENT BOARD (BRB)/  
PARKS, RECREATION AND BEACHES BOARD (PRBAB)**

**May 29, 2018  
6:30 p.m.**

**CITY HALL  
100 NORTH ANDREWS AVENUE  
8<sup>th</sup> FLOOR COMMISSION CONFERENCE ROOM  
FORT LAUDERDALE, FLORIDA 33301**

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- |      |   |  |
|------|---|--|
| I.   | Call to Order & Roll Call Quorum                        | Ina Lee<br>Chair                         |
| II.  | Workshop to Discuss the Renovation<br>DC Alexander Park | Donald Morris, AICP<br>Beach CRA Manager |
| III. | Communication to City Commission                        | BRB Members                              |
| IV.  | Old/New Business  | Donald Morris, AICP                      |

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**Purpose:**

To implement a revitalization plan and to cause to be prepared a community redevelopment plan for the Central Beach Redevelopment Area subject to the approval of the City Commission and to recommend actions to be taken by the City Commission to implement the community redevelopment plan.

**Note:**

Two or more City Commissioners and/or Advisory Board members may be present at this meeting. If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you. Thank you.

**Central Beach Area Redevelopment Plan Goals:**

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- Maintain public access to the beach and Intracoastal Waterway.
- Provide for resiliency of the public infrastructure in response to impacts of climate change and sea-level rise.

**Central beach Redevelopment Plan Objectives:**

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the City for use by local residents.
- Improve the transportation and mobility options within and through the Central Beach area to include bicycles, pedestrians, transit, micro-transit, water-taxi, automobiles and other alternatives.
- Create and enhance a positive visual and physical environment of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach area, particularly between the Intracoastal Waterway and the Beach.
- Improve inadequate public infrastructure for resiliency in response to the anticipated impacts of climate change and sea-level rise.

City of Fort Lauderdale, Florida. 2017. *Beach Redevelopment Plan – Modified and Restated May 16, 2017*. Section 1.1.4 Redevelopment Goals, Objectives and Policies, pg.9-11.

City of Fort Lauderdale Community Redevelopment Agency Webpage:  
<http://www.fortlauderdale.gov/home/showdocument?id=25303>



May 29, 2018

**RE: DC Alexander Public Workshop at Fort Lauderdale Beach Community Center**

The KEITH Team held a public workshop on May 21<sup>st</sup> at the Fort Lauderdale Beach Community Center. Members from KEITH, Brooks + Scarpa and the City of Fort Lauderdale CRA hosted the workshop. The workshop was advertised through the City's Website and Email communication, posted in Commissioner Glassman's News Letter, through a presentation given at the Central Beach Alliance meeting, billboards were placed on the beach and a website has been created which also announced the meeting. The website ([www.dcalexanderpark.com](http://www.dcalexanderpark.com)) will remain updated with the most current presentation and project information.

The workshop sought to gain feedback from residents on both programming and aesthetic preferences for the park design. The team solicited feedback through conversations, review of imagery as well as a questionnaire to guide feedback. The imagery was presented in a format to allow residents to vote on images they liked and didn't like through the use of green and red dots. In addition to polling the community on their preferences the team also utilized a series of boards to display the context of the park and to review surrounding development as well as current and future plans for the public realm areas to the north and south of DC Alexander Park. The information gathered from the public workshop is included as an attachment to this report - along with the original presentation.

The Team will take the feedback received from the public workshop as well as input from other stakeholder meetings to develop a series of alternate conceptual designs for review and input. The team will solicit input from the same series of stakeholders when the conceptual plans are completed. The information will be utilized to further refine and develop a final conceptual plan which will be presented as the direction for the project to move into the next phases of design and development.

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# LAS OLAS CORRIDOR CONTEXT DIAGRAM



EVENT  
LAWN



SPLASH  
PAD



FESTIVAL



AQUATICS  
CENTER

OCEAN SIDE PARK



PARKING  
GARAGE

SWIMMING HALL  
OF FAME



FESTIVAL



PLAYGROUND

DC ALEXANDER PARK

SOUTH BEACH PARK

1000 feet





# AERIAL VIEW - DC ALEXANDER PARK CLOSE UP



A1A

NEW  
HOTEL

DC  
ALEXANDER  
PARK

NEW  
HOTEL

SE 5TH STREET

SEABREEZE BLVD

AQUATIC  
CENTER

300 feet





# PROGRAMMING

- + Restrooms
- + Streetscapes
- + Active vs. Passive vs. Interactive
- + Art
- + Concession (3rd party?)
- + Hardscape vs. Landscape
- + Seating/Site Furniture
- + Site Infrastructure

# OPERATION AND MAINTENANCE

- + Maintenance Guidelines
- + Ongoing Budget
- + CCCL
- + Saltwater Spray
- + Stormwater and Sea Level
- + Florida Friendly Landscape
- + Irrigation
- + Trash and Debris Collection
- + CPTED Principles





# PUBLIC WORKSHOP ANNOUNCEMENT

## MAILER



*No 'idea' is designed...  
Ideas are discovered, expressed and developed.  
Like promises they must be unambiguously and  
honestly shared...*

## **DC ALEXANDER PARK** - FUTURE COASTAL ICON

PUBLIC MEETING ON MAY 21ST, 6-8PM

LOCATION: BEACH COMMUNITY CENTER  
3351 NE 33RD AVENUE, FORT LAUDERDALE, FL 33308

[www.dcalexanderpark.com](http://www.dcalexanderpark.com)



## STAKEHOLDERS

- + City Staff and CRA
- + Public Workshop
- + CBA, BRAB, PRAB
- + Elected Officials









May 29, 2018

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The Team will take the feedback received from the public workshop as well as input from other stakeholder meetings to develop a series of alternate conceptual designs for review and input. The team will solicit input from the same series of stakeholders when the conceptual plans are completed. The information will be utilized to further refine and develop a final conceptual plan which will be presented as the direction for the project to move into the next phases of design and development.

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**DC Alexander Park – Public Workshop**

Presented to: **City of Fort Lauderdale**  
Date: **May 21, 2018**  
**SIGN-IN-SHEET**

**PLEASE PRINT CLEARLY**

NAME	EMAIL	PHONE
PAUL CHETTC	BEACHREDEV@YAHOO	
Chiyoke Ezekwe	CEzekwe@fortlauderdale.gov	
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Brocie Cummings	SPIRITED1BC@YAHOO.COM	



**DC Alexander Park – Public Workshop**

Presented to: **City of Fort Lauderdale**  
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Barbara McGivire	barbontnebeach@aol.com	954.916.7147
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STEPHEN WILLIAMS	swilliams@KEITHTEAM.COM	(954)788-3400





## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

yes

2. What is your favorite part to visit of the beach and why?

near birch state park  
love the new park & ocean  
nothing blocking the view

3. What type of elements would you most like to see at DC Alexander Park?

keep it green comfortable seating  
\* water scopes  
\* shade trees

4. What type of elements would you least like to see at DC Alexander Park?

modern architecture

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

yes.  
I love the tropical environment  
of park & ocean

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

No All The Time

2. What is your favorite part to visit of the beach and why?

South end of beach + In front of  
Biech state park.

3. What type of elements would you most like to see at DC Alexander Park?

NONE KEEP IT SIMPLE  
SHADE TREES / NATIVE PLANTS /  
Possible paths with plaques by plants for education

4. What type of elements would you least like to see at DC Alexander Park?

MORE TREES (SHADE) + BUSHES //

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

No TAKES BUSINESS FROM THE BEACH

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

*Yes*

2. What is your favorite part to visit of the beach and why?

*Less Ocean Blvd Not crowded  
on A1A*

*Mornings south of*

3. What type of elements would you most like to see at DC Alexander Park?

*Staying green - ~~perhaps~~  
and natural*

4. What type of elements would you least like to see at DC Alexander Park?

*Perhaps small concession*

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

*A Very small concession - lushly  
landscaped - although there may be  
an issue about private enterprise on  
public land.*

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

2. What is your favorite part to visit of the beach and why?

3. What type of elements would you most like to see at DC Alexander Park?

A. I.S.H.O.F MARSHALL  
B. VISITOR CENTER

4. What type of elements would you least like to see at DC Alexander Park?

0

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

A. I.S.H.O.F SNACK BAR  
RESTAURANT

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

2. What is your favorite part to visit of the beach and why?

OPEN SUNLIGHT  
QUIET SPACES

3. What type of elements would you most like to see at DC Alexander Park?

GREENRY

4. What type of elements would you least like to see at DC Alexander Park?

CONCRETE  
DET NATURE

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

NO

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

Yes - WALK SEVERAL TIMES A WK.

2. What is your favorite part to visit of the beach and why?

Ocean sand for walking -  
South Beach Area for sports,

3. What type of elements would you most like to see at DC Alexander Park?

Keep it Green - Accessible to walk thru  
Shade trees. ~~INTERACTIVE~~ ART WORK (SIMILAR TO  
"EGG" BUT SMALLER IN SCALE)

4. What type of elements would you least like to see at DC Alexander Park?

MAYBE "MARINE" THEME  
(ONLY IN SMALL AREA OF PARK)

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

NOT SURE - LOTS OF EATING, DRINKING  
PLACES IN AREA

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

*Yes - Daily*

2. What is your favorite part to visit of the beach and why?

*just south of Jaso lake*

3. What type of elements would you most like to see at DC Alexander Park?

*green - tent out for art shows etc.*

4. What type of elements would you least like to see at DC Alexander Park?

*Buildings*

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

*NO - not needed*

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

*Yes*

2. What is your favorite part to visit of the beach and why?

*Aquatic Center*

3. What type of elements would you most like to see at DC Alexander Park?

*Abundance of green space, trees etc.  
Innovative lighting, limited use of concrete*

4. What type of elements would you least like to see at DC Alexander Park?

*Concrete*

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

*No*

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

YES

2. What is your favorite part to visit of the beach and why?

SIDEWALK VIEW OF PEOPLE ON THE BEACH!

3. What type of elements would you most like to see at DC Alexander Park?

LOTS OF TREES & GREENERY & FLOWERS!  
ALSO A WOW FACTOR!  
A WATER PARK WITH SLIDES & POOLS!

4. What type of elements would you least like to see at DC Alexander Park?

BUILDING

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

NO! IT'S A PARK!

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

No. Regularly

2. What is your favorite part to visit of the beach and why?

NORTH BEACH VILLAGES, FEELS LIKE A NEIGHBORHOOD.

3. What type of elements would you most like to see at DC Alexander Park?

ICONIC PUBLIC ART & INFRASTRUCTURE.

4. What type of elements would you least like to see at DC Alexander Park?

CARS, ASPHALT . . . . .

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

YES. A VENUE OF . . .

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

NO. Every time I am in town

2. What is your favorite part to visit of the beach and why?

Combination of urban activity like shopping and dining and the beauty of the landscape

3. What type of elements would you most like to see at DC Alexander Park?

Natural landscape and increase street activity, Street market, better views of ocean.

4. What type of elements would you least like to see at DC Alexander Park?

Not too much grass

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

Yes along the street side near other shops

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## DC Alexander Park Questionnaire

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Yes weekly

2. What is your favorite part to visit of the beach and why?

hub fri night sound waves

3. What type of elements would you most like to see at DC Alexander Park?

space for events  
shade-chairs

4. What type of elements would you least like to see at DC Alexander Park?

being empty space

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

Yes

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

*daily*

2. What is your favorite part to visit of the beach and why?

*walking in the sand along the shore  
more grass*

3. What type of elements would you most like to see at DC Alexander Park?

*beach drop-off?*

*grass picnic tables w/ canopies  
more grass some art*

4. What type of elements would you least like to see at DC Alexander Park?

*Cement or pavement*

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

*yes, but not necessary. plenty of  
other outlets around*

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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

YES - DAILY!

2. What is your favorite part to visit of the beach and why?

ALL THE BEACH FRONT FOR MANY DIFFERENT REASONS

3. What type of elements would you most like to see at DC Alexander Park?

MINIMAL, MOSTLY GREEN  
KEEP

4. What type of elements would you least like to see at DC Alexander Park?

CONCRETE & CEMENT

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

MAYBE, DEPENDS ON VENDOR + QUALITY

Corporate Office 301 E Atlantic Blvd Pompano Beach FL 33060 954.788.3400	Miami-Dade County 2160 NW 82 Ave Doral FL 33122 305.667.5474	Broward County 2312 S Andrews Ave Fort Lauderdale FL 33316 954.788.3400	Palm Beach County 120 N. Federal Hwy Suite 208 Lake Worth, FL 33460 561.469.0992	St. Lucie County 2325 SE Patio Cir. Port St. Lucie FL 34952 954.788.3400	Orange County 2948 E Livingston St. Orlando FL 32803 954.788.3400
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## DC Alexander Park Questionnaire

1. Are you a resident of the beach? If not, how often do you visit the beach?

Yes

2. What is your favorite part to visit of the beach and why?

WEEK DAY MORNINGS. QUIET.

3. What type of elements would you most like to see at DC Alexander Park?

GREEN GRASS

4. What type of elements would you least like to see at DC Alexander Park?

Concrete

5. Would you be in favor of a 3<sup>rd</sup> party concession (food/drink or other) venue at DC Alexander park, why?

NO. DONT NEED TO COMPETE WITH PRIVATE  
BUSINESSES.

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Orlando  
FL 32803  
954.788.3400



# DC ALEXANDER PARK





# STAKEHOLDER INPUT

## WORKSHOP FORMAT



5.29.2018 BRB & PRBAB Joint Meeting

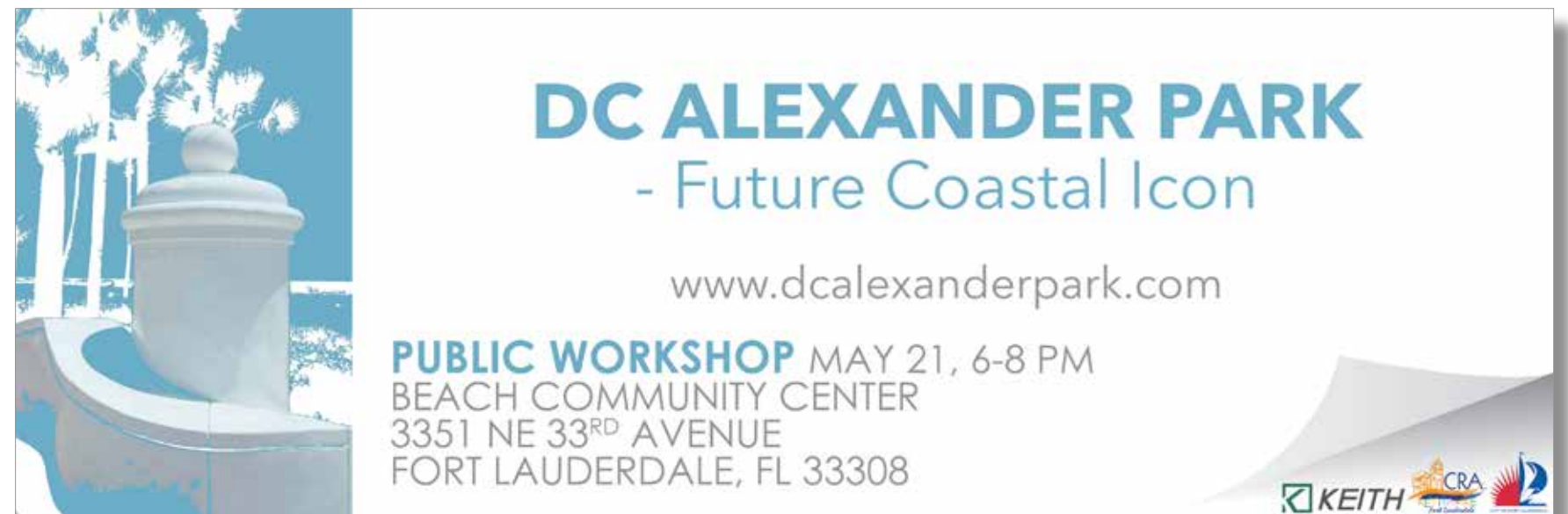
## MAILER



## STAKEHOLDERS

- + City Staff and CRA
- + Public Workshop
- + CBA, BRAB, PRAB
- + Elected Officials

## SITE BILLBOARD





# PRECEDENT & INSPIRATION

## NEW WORLD SYMPHONY PARK, MIAMI, FL





# FAB CIVIC PARK BY BROOKS AND SCARPA





ESPLANADE PARK, FORT LAUDERDALE, FL





# MILLENNIUM PARK, CHICAGO, IL



## LANDSCAPE PERFORMANCE BENEFITS

### ENVIRONMENTAL

- Removes 426.9 lbs of air pollutants each year through the addition of 550 trees
- Generates 19,840 kilowatt-hours (67,697 MBtu) of electricity and saves \$2,353 in energy costs annually via 920 photovoltaic modules

### SOCIAL

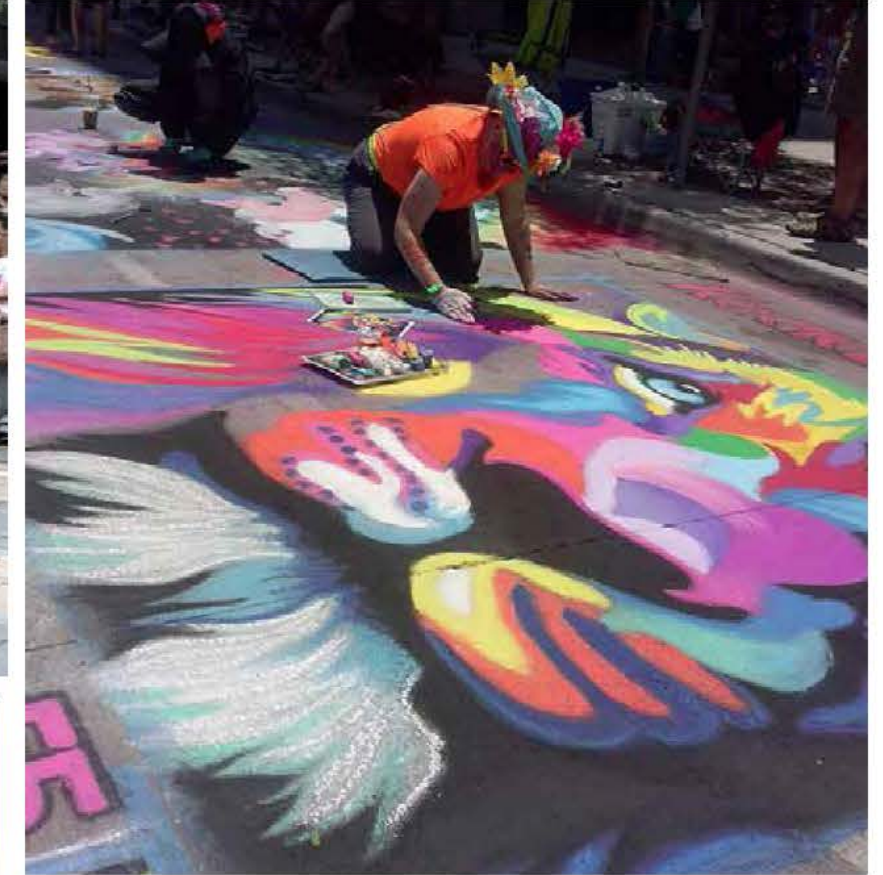
- Offers over 610 free hands-on educational events each year.

### ECONOMIC

- Attracts approximately 5 million visitors annually
- Increased the number of residential units in an underutilized part of the city by 57%, resulting in a population increase of 71% within a 6-year period
- Creates a 25-40% price per square foot premium on newer residential condominium units that have views of the park



# STREETSCAPES





# CONCESSIONS





# SEATING/SITE FURNITURE



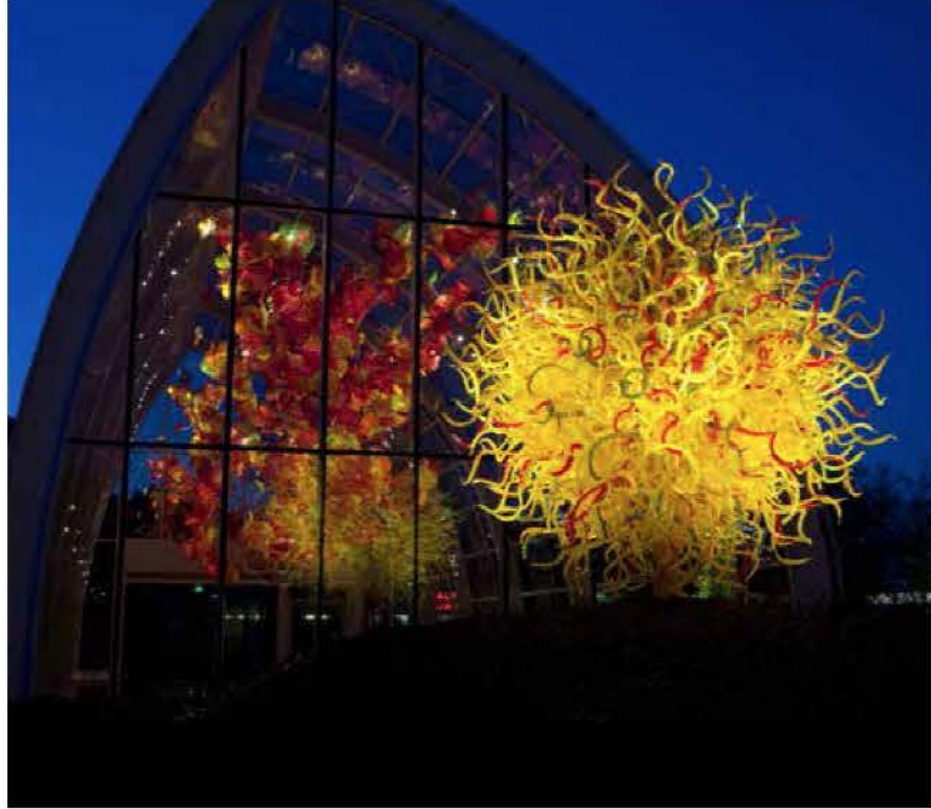


# LIGHTING





# ART







# CONNECTIVITY







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