

A. Background of the Public Planning Process

Recognizing the importance of public input and involvement in the planning process, the City and its consultants sought to maximize the amount of public comment particularly during the initial stages of the process. The City initiated the planning process with stakeholder interviews, which included property owners, business owners, neighborhood residents and City and County planners and officials. The stakeholder interviews were followed by a community charrette held during the week of June 12-19. The public planning process continued after the public charrette and included a series of public meetings and hearings to present the master plan. However, prior to initiating the South Andrews master plan, the City in 2000-2001 conducted a large public participation forum, which produced the Central Area Plan (“CAP”). The CAP, as described in more detail below, was an intense effort to set goals and specific programs for a large planning area which included the South Andrews Avenue study area. The following is a discussion of the public planning process.

B. Stakeholder Interviews

During the months of May and June of 2003 the consultants, Civic Design Associates, conducted over 30 “stakeholder” interviews. Each interview consisted of twenty seven prepared questions and each interview lasted approximately one hour. The interviews assisted the consultants in discovering the key issues and in giving the stakeholders an understanding of the strategic planning assignment. The results of each interview are available for review. Those interviewed included the following persons:

1. Cindi Hutchinson, City Commissioner;
2. Christopher Wren, Downtown Development Authority
3. Timothy Menton, CEO, North Broward Hospital District;
4. Joan McCabe, Facility Planner, Broward General Medical Center;

5. Jeryl Madfis, The Madfis Group, business owner and property owner;
6. Michael Madfis, The Madfis Group, business owner and property owner;
7. Wendy Walker, property owner;
8. George McIntyre, Regent Bank, business owner;
9. Ray Oktavec, Eastside Antiques, business owner;
10. Jack Phillips, Brownies and Deli, business owner and property owner;
11. Jay Adams (CB Richard Ellis), property owner;
12. Jon Robichaud and Suzannah Ludlow, Espresso, business owner;
13. Howard Steinholz, The Urban Group, business and property owner;
14. Helen Lewis, Joseph Lewis, and Jim Zimmerman, Jerry’s Marine Service, business and property owner;
15. Bill Shumpert, Dentist, business owner and property owner;
16. Martha Lord, Marine Industries Association, business owner and property owner;
17. Art Stone, Fort Lauderdale Antique Car Museum, business owner and property owner;
18. Doug Brown, Insurance, business owner and property owner;
19. John Ziegler, Waterfront News, business owner;
20. Ian Elder, Challenge Warehousing, business owner and property owner;
21. Fred Fazio, Attorney, and Quinn Goodchild, real estate, business owner and property owners;
22. Seth Cohen, Bobs News and Books, business owner and property owner;
23. Beverly Morley, Maritime Professional Training, business and property owner;
24. David Crosby and Geoff Slator, J. R. Reese Taxidermist, business and property owner;
25. Carol A. Ruggeri, American Lung Association, business owner and property owner;
26. Heather Cuniff, Croissant Park Civic Association;

27. Bruce Chatterton, Manager, Planning and Zoning, City of Fort Lauderdale;
28. Hector Castro, Engineer, City of Fort Lauderdale;
29. Peter Partington, Engineer, City of Fort Lauderdale;
30. Dennis Girisgen, Engineer, City of Fort Lauderdale;
31. Chris Barton, Planner, City of Fort Lauderdale;
32. Sheryl Stolzenberg, Planner, City of Fort Lauderdale;
33. Jim Koeth, Planner, City of Fort Lauderdale;
34. Elizabeth Holt, Planner, City of Fort Lauderdale;
35. Christine Fisher, Planner, City of Fort Lauderdale;

The results of the interviews revealed several key issues. These are summarized as follows (not in order of preference but group into categories):



Fig. 3.1 Stakeholder Interviews

General Vision:

- An urban village with a full mixture of uses;
- Area needs its own identity as an extension of downtown; it should be a destination not a connector;
- We are a retiree community; we need suburbanites to move back to the city, but moderately priced;
- People are moving back to the city to avoid traffic and to live in a decent place; people in their 30's want to live in an urban environment;
- Study area needs to make recommendations about the area east to US 1 and west to SW 4th Avenue;
- New residential should be in the north area of South Andrews and service in the south area;
- US 1 commercial is putting pressure on the neighborhood to expand;
- High land costs will dictate that small buildings will be replaced by taller ones; sites will be developed more intensely; some sites are priced at \$50 per square foot;
- When South Andrews' connection to US 1 was eliminated, traffic shifted to US 1 and retail suffered;
- South Andrews should be the real main street for Fort Lauderdale; Las Olas is the tourist main street;
- South Andrews should be like Newbury Street in Boston with 3-15 story buildings and wide sidewalks;
- Restoration of existing fabric important;
- Concerned about gentrification; being priced out of the market;
- Area should be a business district;
- We are the red headed step child of Fort Lauderdale;
- Need to improve the image of the area;

South Andrews Avenue:

- Needs to be more pedestrian friendly; wider sidewalks;
- Traffic calming is needed on South Andrews; too much speeding;
- Should consider two lanes instead of four on the Avenue; create wider sidewalks;
- Should have angle parking on the street with median down the middle; one lane in each direction, mass transit on the street; people living in mixed-use buildings with restaurants and retail on the bottom 2 floors; lots of pedestrian activity with plazas and shade; quaint antique and funky shops;
- Commercial on South Andrews Avenue needs to be deeper into the neighborhood to the east;
- Needs more landscaping especially trees on the sidewalk side; landscaping needs to unify the area;
- Need to light the trees in the median; light the trees along the street;
- There should be additional traffic lights on the Avenue to control traffic; one at SW 14th or SW 15th Street; SW 22nd Street;
- Need businesses to stay open longer;
- Street crossings for pedestrians;
- Landscape nodes on the corners;
- Continuous tree canopy;
- Details are important; underground utilities, flower pots, color, good roofs, streetlights;
- City has looked at one-way pairs for S. Andrews and SE 3rd Avenue;
- Don't create a problem on SW 4th Avenue;

SW 1st Avenue:

- Very good service road for the businesses on the street;
- On-street parking very important;
- Save Flagler Street for back door services and parking;
- Eliminate Flagler Street for private use;
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Retail:

- Existing merchants have been in the area for a long time;
- Retail should serve the residential neighborhoods to the east and west and downtown;
- Need more sit-down restaurants;
- We need better neighborhood shopping on South Andrews;
- Area should be specialty retailing;
- We do not need fast food restaurants on South Andrews;
- Outdoor cafes;
- After 6:00 pm little is open;
- We miss our hardware store and Café de Geneve; have lost a lot of good retailers over the years;
- Dry cleaners, bakery, coffee house, book store, gourmet food store, art gallery, pizza shop, and more;
- Do not see the area as a retail area;
- Neighborhoods to the west are gentrifying and are becoming our new consumers for the businesses on South Andrews;
- Need stores not found in every mall; stores like Hollywood Circle or Naples; include artsy and funky and second hand stores;
- Need an anchor big store like a Target; Costco;

- Big boxes should be on SR 84, not on South Andrews Avenue;

Office:

- Offices in the area have served the marine industry; they should remain in the area;
- Ground floor retail is being replaced by office space;
- Medical offices for larger practices more practical today; a need for more professional space in medical office buildings;
- More doctors will be needed to satisfy the demand resulting from new downtown residents;
- Area offices are medical, legal and marine related;

Industrial:

- Trucks need to service the industrial on SW 1st Avenue;
- Industrial should stay but realities are that they may move to less expensive land;
- Brownfields probably exist in the older manufacturing area;
- Feel like the city does not really want the industrial to stay;
- Economy is hurting the industrial sector;
- Some warehouses are used for personal storage;
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Residential:

- Need moderately priced housing for area employees;
- Workforce housing for employees working in the area, downtown, the airport, and the port; a very strong market;
- Use CDBG funds to subsidize housing; may need incentives from the city to provide workforce housing;
- Housing needs amenities for its residents;

- SW 4th Avenue is feeling pressure for knocking down single family and building multi-family;
- No residential units available in the South Andrews area in the South RAC;
- I could see a mixed-use street like Las Olas;
- Residential on South Andrews Avenue will help the retail and office and visa versa;
- Mixed-use projects are the wave of the future;
- Some housing should have an industrial look; like warehouses;
- Residential should include “live-work” space;
- Senior housing connected to Hospital;
- Area has some tradition of residential above the retail; I used to live above my store;
- Need rental and for-sale housing;
- Looked at adding a second floor on top of my one story for residential;

Hospital:

- A campus, teaching hospital;
- More urban buildings;
- Should not dominate South Andrews Avenue and make it institutional;
- For-profit aspects of hospital should be on South Andrews;
- Medical offices could be on South Andrews;
- Wellness Center needs to be on a first floor;
- Need classroom space at hospital for teaching and training; currently over 2,000 students and nurses aides at hospital;
- Potential educational space with residences;
- Expansion of children’s services;
- Step-down care facilities needed;

- Current expansion of Hospital satisfies the needs until 2012;
- Hospital mission is to provide an integrated set of services;
- Hospital currently employs over 2,600 employees but combined with students, residents and others, employment reaches over 4,000 persons;
- New downtown residents (approximately 10,000 over the next three years) will provide new customers for the Hospital;
- Hospitals do not get into the housing business;
- Cleveland Clinic is a model for North Broward; different buildings for each specialty;
- Expansion should be in the direction of US 1;
- I think the Hospital will expand north to Davie Boulevard;
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Hotel:

- May have opportunity for a hotel next to the hospital;
- Reduced rates for patients and relatives in near-by hotels;
- 17th Street shuttle to hospital from hotels;
- We have a strong relationship with SE 17th Street hotels for our students; reduced rates;

Land Development Regulations:

- Need a set of design guidelines to create a pedestrian street;
- Need an architectural theme for the Avenue; Helen, Georgia, has an alpine architectural theme that drives the tourism market;
- Redo the land development regulations so that development is easier; lan “urban village” zoning district;
- Need hospital to assist in lobbying the county to assist in adding residential units to the RAC;

- RAC could have a residential medical allocation;
- Buildings should be required to have an arcade on the fronts;
- Special taxing district like the beach;
- Need regulations to assist in changing a use for an existing building; more flexibility;
- Must maintain a quality of buildings for the area;
- Currently a hodge-podge of regulations;

Height:

- Height should be four to five stores;
- Height should be 8 t 10 stories;
- There should be no height limits;
- We should not create a canyon;
- I think more important than height is how the building meets the ground; in favor of height;
- No skyscrapers;
- Height should vary from north to south; higher in the north and lower in the south;

Parking:

- Parking in the rear of buildings is good; promotes a pedestrian front;
- We have parking problems in certain areas, especially around the hospital;
- The area needs more public parking; should provide remote parking for employees;
- Parking needed for construction workers;
- Parking stickers should be issued to area users;
- Continuous side street parking;
- Parking sharing needs to be encouraged;
- Parking along the FEC railroad right of way and on Flagler Street;

- Create public parking lots in the back street;
- Parking is adequate now but with new buildings there will be a shortage; we need to plan for the future and not wait;
- We purchased a home in the rear of our building for more parking;

Pedestrian ways, bikeways and greenways:

- SW 1st Avenue should be a bike and pedestrian pathway;
- Area needs an urban park;
- Greenway Plan along the FEC railroad tracks linked to Sistrunk Avenue suggested by County and City;
- The area should be known for its trees; select a theme shade tree;
- Theme tree should be citrus; it is a survivor; citrus tree theme could make it into the Valencia of America; make it the talk of the country;
- Trees should attract birds;
- Street crossing for pedestrians;
- Create arching trees like those between 13th and 14th Streets;
- Landscaped medians very important; made it for Lincoln Road in Miami Beach and for Las Olas;

Promotion:

- Thursday night promotion night;
- More events would be great for our retail business;
- Common advertising for the area;
- South Andrews business' should be permitted to sell their products off premises as street vendors;
- South Andrews is a great place for promotions; should close the street of shows;

Schools:

- Should encourage charter schools and church schools if the School Board is not going to build new schools in the downtown area;
- School Board should utilized the existing schools in the area;

Transit:

- Transit is a key to linking the downtown, Port and airport to South Andrews;
- Transit system takes too long to get to your destination;
- Transit to the Broward Boulevard station works well, but cannot get from Broward to South Andrews easily;
- Remove center median in South Andrews and build a transit lane for a trolley or train;
- Transit hub at Wachovia Bank; transit link to hospital;
- FEC railroad should be a commuter rail line with a stop at 17th Street;
- Park and ride transit parking garage on the FEC railroad;
- Use a trolley like the "elcctowave" in Miami Beach;

Historic Structures:

- Should be saved if owners wish to do so;
- Very important part of the area; must be preserved;

Signage:

- Should allow signage on South Andrews for businesses on SW 1st Avenue and the side streets;

Infrastructure:

- Storm water must be master planned;
- My first floor flooded recently after the big rain; ruined my merchandise;

- Water, sewer and drainage will be replaced throughout the city by 2011;
- Street lanes should be not less than 10' in width;
- SR 84 will undergo a \$500 thousand renovation soon;
- Need south turns from the hospital on South Andrews Avenue;

Other Redevelopment Comments:

- Land assemblage is key to redevelopment;
- Little property owners at a disadvantage;

Crime/Code Enforcement:

- Vandalism comes and goes;
- I feel safe in the area;
- Little bit of homeless problem;
- Clean up the trash at the ends of streets;

C. The Charrette

A seven-day community design charrette that included three public meetings to express their views and to react to the urban design consultant's recommendations occurred between June 12, 2003 and June 19, 2003. The City of Fort Lauderdale mailed notices to the property owners, business owners and stakeholders in the area announcing the charrette.

The first public meeting was held on the evening of Thursday, June 12, 2003, at the Eastside Antiques store located at 99 SW 14th Street. Approximately 30 citizens attended this session. City Commissioner Cindi Hutchinson opened the meeting with a welcome and enthusiastically encouraged the citizens to be visionaries. Jim Hill, of Civic Design Associates outlined the agenda for the evening and the process for the following week. Saturday planning session and engaged the audience in a unique experience by conducting a "community image

survey." This is essentially a preference survey, conducted by presenting the audience 40 photographic slides of urban conditions to be "graded" according to the extent to which each participant liked or disliked the image. The slides, for example, included pictures of housing, streets, sidewalks, retail stores, office buildings, architectural styles, parking lots, mass transit, and other subjects. The participants were asked to grade on a scale of minus ten (-10, indicating strong dislike) to positive ten (+10, indicating a strong affinity) their opinion or preference for each condition. On Saturday morning Mr. Hill presented the results, discussed in the appendix. The purpose of the Thursday night planning session was to assist the participants in thinking about the South Andrews area and in developing their own vision for the area. They were asked to be urban planners and to design their vision.

Public Design Process

The second public meeting occurred on Saturday, June 14, 2003, at the Eastside Antiques store. Jim Hill opened the session by presenting the audience the results of the community image survey. The urban design consultants organized the citizens into design teams of 8 to 10 persons, and each team was given a table, maps and drawing tools. At least one facilitator was assigned to each table. The facilitators were professional planners from the City of Fort Lauderdale and from the consultants, Civic Design Associates and Keith and Schnars. Four teams were formed, and each team presented their schemes of a redevelopment plan of the study area (in both written and drawing form) to the entire group. Approximately 50 citizens participated in the Saturday planning session.



Figure 3.2 Charrette Team

Charrette Team Results

The following describes the results of each team's vision.

Team 1: (Sandy Black, Heather Curniff, Jeryl Madfis, Veronica Gutierrez, Tykus Holloway, Bill Shumpert, Jay Adams, Stuart Bentler)

South Andrews Avenue:

- Two Lanes of Traffic Davis to 84th
- Add more on street parking
- Warehouse and loft apartment
- Hotel for the Hospital to use located at the intersection of 17th and South Andrews

- Height for street between 7 and 10 stories
- Add more green Space
- Add landscape along Andrews to make it more of a pedestrian environment
- Student housing along railroad
- Buildings should relate to pedestrian scale
- Greenway along railroad

Team 2: (Susan Gloeckner, Demetrios Kirkiles, Howard Steinhatz, Mike Madfis, Wendy Walker, and Pete Witschen)

- Mixed use along Andrews
- Hospital as core of area
- Walkways
- Walkways across railroad
- Townhomes
- Increase density to somewhere around 50 residential units per acre
- Ware house along railroad walk
- Off site parking
- Diagonal street parking
- Add Restaurants to area

Team 3: (Jim Zimmerman, Rebecca Covey, James Cromar, Kaz Kekmat, John Robichaud and Suzannah Ludlow)

- Greenway along railroad
- Down to earth environment
- Need more parking for retail
- Block traffic on south Andrews from 14th to 17th
- Want to bring back more weekend activities
- 2 block area of retail

- Art galleries are an example of the kind of retail they would like to bring to the area
- Specialty retail
- Use roofs
- Heights 8 stories and below
- Keep historical character of area
- Want the architecture to be broken up. No wall of building

Team 4: (Cindi Hutchinson, Tim Menton, John Ziegler, George Gardwid, Richard Mancuso and Robert ...)

- Mixed use along street
- Green way along railroad
- Keep on street parking
- Hotel for hospital at 17th and Andrews
- More landscape
- Need more parks
- More weekend activities
- Office supply store
- Pharmacy
- Restaurants
- Restaurants south of the hospital
- Diagonal parking
- More landscaping
- Health club along street
- Varying heights
- Water feature
- Delete the word corridor from the master plan lexicon

Consensus from the Charrette

On Saturday, June 14, 2003, the participants summarized the results of each team's suggestions. The consultants synthesized the concepts described below.

1. Review signage
2. Create unique environment specific to south Andrews area
3. Get county on board
4. Hospital key to plan
5. Mixed use on Andrews
6. Railroad walk, greenway
7. Hotel near hospital
8. Pedestrian friendly
9. more parking on south Andrews
10. More landscaping
11. Hospital is core to the area
12. keep current use
13. more walkways
14. slow down traffic
15. mid-rise for height
16. more residential "moderate"
17. Density OK
18. Consolidate parking
19. Connectivity
20. Scheduled events
21. Simplify zoning
22. Design guidelines
23. common theme
24. review parking ratios

The Design Studio and Concept Presentation

From Sunday June 15, 2003, through Thursday, June 19, 2003, the planners and designers worked on synthesizing the ideas of the citizens into a common plan. The design studio was set up in the Eastside Antiques store and the community was invited to visit the studio during the week to contribute further ideas and look over the work-in-progress. Happily, several community members visited frequently. The design team continued to refine the Charrette concepts throughout the week. The result of the studio effort was a preliminary urban design plan for the area.

On the evening of Thursday, June 19, 2003, Chris Brown and Jim Hill of Civic Design Associates presented the urban design drawings and conducted a PowerPoint presentation displaying the design concepts and recommended programs to the community. The citizens were quite pleased to find almost all of their suggestions from Saturday's session were addressed in the drawings and programs. The community was aware that this was a plan in progress and that their continued input is desired as the planning process continues.

A second presentation was made to the members of South Andrews Business Association and neighborhood groups on July 2, 2003, at the Antiques Car Museum. The presentation was well-attended and the participants expressed a strong interest in the redevelopment principals advanced. Following the workshop in June, the consultants continued to meet with the staff of the City of Fort Lauderdale in July and August 2003 to refine the final master plan.



Figure 3.3 – Charrette Team

D. Assets, Liabilities, and Opportunities in the Redevelopment Area

The charrette participants and stakeholders considered a number of issues that the area is facing that currently prevent it from reaching its full potential as a thriving and growing mixed-use community. These issues, defined as assets and liabilities, must be addressed so that the many opportunities that do exist in area can be reinforced and strengthened. The following is a list derived from the consultants and citizens during the workshops and stakeholder interviews.

Assets

1. Tarpon Creek can be used as a public, pedestrian pathway, linking other areas of the city together;
2. The South Andrews area contains numerous boulevard streets and landscaped medians;
3. South Andrews's 100' right of way;
4. The area contains "closed" streets;
5. Historic buildings;
6. The area contains a number of ripe infill, redevelopment sites;
7. The area has the infrastructure for a walking environment;
8. The area's proximity to the airport, downtown, and the port provide a platform for consumer activity;
9. The hospital is the second largest employer in the city and is the hub of the area;
10. Hospital can be a partner in the revitalization of the area;
11. The intersection of 17th Street and South Andrews is a major node as well as Davie Boulevard;
12. The FEC railroad right of way offers a site for a linear greeway;
13. Residential neighborhoods east and west of the area are within a walkable distance;
14. Easy access to US 1;
15. Vacant land and marginal buildings;
16. SR 84 intersection serves as a gateway to the south end of South Andrews;
17. Highly desirable geographic urban location;
18. Good street grid, except for the interruptions;

Liabilities

1. small, underutilized lots;
2. light manufacturing adjacent to retail and office;
2. too much warehousing;
3. Insufficient open and civic spaces, and recreation areas;
4. Absence of a strong cluster of retail;

6. Absence of higher density residential along the South Andrews corridor;
8. Lack of pedestrian connections between residential neighborhoods to the west and commercial areas;
9. Utility poles;
10. Signage problems;
11. Poor architectural quality of much of the commercial buildings;
12. Lack of design guidelines;
13. Unimproved Flagler Street;
14. Surface parking lots;
15. Underutilized SW 1st Avenue;
16. Hospital expansion is interrupting the grid and reducing the pedestrian pathways;
17. Railroad a barrier.

Opportunities and Concepts

1. Create a new identity for the area;
2. SR 84 "gateway";
3. Tarpon Creek Bridge and Creek;
4. Village Center with circulator transit;
4. Diversity of nationalities of residents in NPF;
5. Bikeway loop;
6. Farmer's Market;
7. Flower Market;
8. Medical and nurse's housing;
9. Create an "arts' district" in the warehouse district; galleries and lofts;
10. Civic square with memorial to an important Fort Lauderdale person;
11. Water feature;
12. Senior housing;
13. Art-loft housing;
14. Group parking garage;
15. Sidewalk café area;

16. Shuttle circulator;
17. Art school or other educational institutions;
18. Marine vocational school expansion;
19. Pilot redevelopment projects;
20. Streetscape enhancements such as lighting fixtures, signage, street furniture;
21. New landscaped medians;
22. Street narrowing (South Andrews and SW 1st Avenue) to provide wider sidewalks and/or angle parking;
23. Mixed-use residential and office buildings with retail on the ground floor;