

THE STATE ROAD 7/US 441 COLLABORATIVE STEERING COMMITTEE MEETING

City of Hollywood
January 16, 2003
2:00 p.m. - 4:00 p.m.

REPORT OF PROCEEDINGS

WELCOME, AGENDA REVIEW

Commissioner Fran Russo opened the meeting by welcoming everyone to the City of Hollywood and the new Driftwood Community Center. Janice Fleischer, meeting facilitator, thanked the city for hosting the meeting.

Steering Committee Members present:

Chair, Leanna Lee Mirsky, Designee, City of Lauderhill
Vice-Chair, Vice Mayor Edward Portner, Designee, Tamarac
Commissioner Fran Russo, Designee, City of Hollywood
Commissioner Hazelle Rogers, Alternate, City of Lauderdale Lakes
Vice Mayor Gary Frankel, Designee, City of North Lauderdale
Enrique Zelaya, Alternate, Broward County
Rebecca Grohall, Designee, City of Coral Springs
Gus Zambrano, Alternate, City of Miramar
Mark Kutney, Alternate, City of Davie
David Dahlstrom, Alternate, SFRPC
Steve Braun, Designee, Florida Department of Transportation

Observer:

Maria Crowley, Miami-Dade County
Heather Cunniff, City of Lauderhill
Rebecca Rodgers, Broward County
Tommie Dawson, MPO
J. Gary Rogers, City of Lauderdale Lakes
Ricardo Niguera, Broward County

All reports of the State Road 7/U.S. 441 Collaborative Steering Committee meetings can be found at www.sfrpc.com/institute.htm

Ms. Fleischer briefly reviewed the Agenda for the day. (Exhibit A)

BROWARD COUNTY EAR “MAJOR ISSUE” UPDATE

Chair Mirsky introduced David Dahlstrom, SFRPC, who updated the members regarding Broward County’s Evaluation and Appraisal Report (EAR). Mr. Dahlstrom reported that County Mayor, Dianna Wasserman-Rubin had responded to the Collaborative’s request to consider the State Road 7 redevelopment as a major issue. The Mayor invited the Collaborative to participate

in an EAR workshop that the County was sponsoring. Mr. Dahlstrom, stated that he along with representatives from several other Collaborative communities attended the County's EAR Workshop and that Broward County had selected redevelopment as one of six major topic areas for the County Assessment Report. Mr. Dahlstrom stated that the Collaborative Communities would continue to participate in future EAR workshops.

STATE ROAD 7 MARKETING BROCHURE FUNDING

Mr. Dahlstrom updated members on the State Road 7/US 441 marketing brochure. The brochure would be ready by the end of January 2003, and all member jurisdictions had placed an order for the brochures with the exception of the City of Margate. Mr. Dahlstrom reported that the MacArthur Foundation had recently selected the State Road 7/US 441 Collaborative as a pilot project area for the South Florida Regional Resource Center (SFRRC). Mr. Dahlstrom explained that additional details about the SFRRC would be shared with the Collaborative as they became available.

DOWNTOWN KENDAL CHARRETTE MASTER PLAN IMPLEMENTATION CASE STUDY

Ms. Fleischer introduced Maria Crowley, Chief of Community Planning for Miami-Dade County's Department of Planning and Zoning, who made a presentation on the Downtown Kendall Charrette Master Plan (Exhibit C). After Ms. Crowley's presentation, a question-and-answer period ensued. Provided below is a summary of the discussion:

Q: How did Miami-Dade County get buy-in?

A: By bringing people together and giving them the opportunity to speak with neighbors and others.

Q: What was the cost of the study?

A: Initial costs were approximately \$140,000, plus additional costs as a result of negotiations with Dadeland Mall. The money came from the County's planning budget allocation and the new transit tax will be used for future work. Some of the funds were from Eastward Ho!

Additionally, the regulating plan cost approximately the same as the initial charrette. The plan did not call for any condemnation or eminent domain, but instead allowed for natural attrition.

Q: Were any considerations given to affordable housing?

A: Affordable housing was encouraged as much as possible, although this project is considered a unique situation driven by the market.

Q: How has the resulting development been received?

A: Developments have been selling out before models are even built.

Q: Were any considerations given to transit?

A: A good foundation already exists with the Busway, Metrorail, and regular bus system. While plans call for light rail along Kendall Drive, it is not likely to happen for at least 10 years. A light rail line along 27th Avenue is likely to move first due to its links with Broward County.

Q: Does the plan call for regulating architectural design? Can a project be vetoed on the basis of architectural design?

A: There are no style or color guidelines, however the plan does contain a host of building guidelines and regulations, including facades, colonnades, step-backs, and sidewalk dimensions. Currently, a project cannot be vetoed on the basis of architectural design.

Q: How long was the charrette and how many attended?

A: The charrette took place over two weeks. Over 100 people attended, and there was a design team of 20.

Q: How was the charrette advertised?

A: Miami-Dade worked first with a steering committee to identify the community. Outreach efforts, a process which was supported by commissioners and citizens took about 3-4 months. Every property owner within the plan area and those adjacent to it were notified of the charrette. Chamber South played a large sponsorship role.

This area was designated a Regional Activity Center (RAC) which allows for mixed use.

Q: How did you meet State concurrency requirements?

A: It was easier to meet these requirements due to an existing strong transit system already in place, including Metrorail and the Busway.

Q: What was the land area?

A: Approximately 80-100 acres.

Q: What are the plans for parking as linear buildings are build?

A: Parking garages already exist and more would be built to accommodate additional needs. The garages are all privately owned and operated.

Q: Were civic/government buildings addressed in the plan?

A: There are no specific public/civic structures envisioned as of yet, although these can easily be integrated into the plan at a later point if desired. For instance, one could envision the development of a library and city hall should the area ever incorporate. These types of structures are encouraged, but not mandated.

Miscellaneous observations by Ms. Crowley:

- ❑ Regulations and codes must be in place in order to direct this kind of development, but a plan must be developed before this can be done.
- ❑ The new codes and regulations allow for repair and maintenance of building structures without mandating that they come up to code.

In reaction to Ms. Crowley's presentation the question was asked: "When will the SR 7/US 441 Collaborative be ready to take this step?" Mr. Dahlstrom stated that, in his opinion, the Collaborative is ready now. Grant applications have been submitted to various state and federal agencies for project funding. It was estimated to take approximately \$750,000 to fund a charrette for the entire corridor, or about \$80,000 per mile.

COLLABORATIVE SPRING 2003 WORK PROGRAM UPDATE

Ms. Fleischer and Mr. Dahlstrom explained that the Collaborative is ready to move to the next level of action and organization. In preparation for designing a Workplan for 2003, they will be conducting personal interviews with representatives from each member municipality over the next month. Ms. Fleischer will be contacting the Designees and Alternates to set these meetings. The next meeting of the Collaborative would be scheduled for mid-March.

NEW BUSINESS

Commissioner Hazelle Rogers, Alternate, Lauderdale Lakes, requested a Resolution from the Steering Committee stating its position on controlling signage, graffiti, etc. In response to her request, members made the following remarks:

1. Would need to be strict
2. Requires much staff resources to enforce such an ordinance
3. Hard to enforce
4. Margate has an ordinance which could possibly be used as a model
5. It would need to be a city ordinance
6. Hollywood has an existing sign ordinance; Problems exist with grandfathered properties
7. Margate gave a year amnesty period and now the ordinance is in full effect
8. The target is the "snipe" sign
9. This issue could potentially be handled by a coalition of local business owners
10. It is hard to control and penalize because it is done illegally and out of sight

The next item to be discussed was bus lanes versus light rail. Members made the following comments:

1. Why only a dedicated bus lane rather than light rail?
2. May not be cost effective
3. Right now bus rapid transit is funded, not light rail
4. Transportation at this point in time does not justify light rail; the plan is to build up ridership and then go to light rail
5. A vision plan for sSR7 could show light rail but it still needs to be justified
6. As the evolution of the area occurs buses would be used on E/W corridors and light rail would replace buses on N/S corridors

LOCAL GOVERNMENT JURISDICTIONAL REPORTS

A short report and presentation was prepared by Heather Cuniff, Lauderhill, concerning the draft design guidelines that the City was applying to new development along the corridor. Ms. Cuniff shared an example picture board on how the new guidelines would improve the aesthetics of a proposed Hess gas station.

ADJOURN

The meeting was then adjourned.
