

**TOWN OF DAVIE
COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
AUGUST 7, 2015
5:41 PM**

1. PLEDGE OF ALLEGIANCE

The meeting was called to order at 5:41 p.m. and was followed by the Pledge of Allegiance.

2. ROLL CALL

Mr. Moss introduced CRA Chair/Mayor Judy Paul, Board Member and Vice Mayor Susan Starkey, Board Member and Council Member Bryan Caletka, Board Member and Council Member Caryl Hattan, and CRA Vice Chair and Town Council Member Marlon Luis. Mr. Moss also thanked the members of Town Staff who were in attendance. Also present were Community Development Director, Giovanni Moss, Town Administrator, Richard J. Lemack, Assistant Town Administrator, Macciano K. Lewis, CRA Board Attorney, John Rayson and Board Secretary, Cheryl L. Ellett recording the minutes.

3. OPEN PUBLIC PANEL DISCUSSION REGARDING THE CREATION OF A DOWNTOWN CENTERPIECE ON PROPERTIES OWNED BY THE TOWN OF DAVIE AND DAVIE CRA

Mr. Moss introduced Mr. Eric Swanson, ULI-TAP Chair. Mr. Swanson welcomed everyone and mentioned he was with the Urban Land Institute, ULI for short, which is a global institute that is dedicated to providing leadership and the responsible use of land and creating and sustaining thriving communities and worldwide, they have about 35,000 members.

Mr. Swanson mentioned that last night's open public forum began the process that lead to tonight's presentation. Mr. Swanson then introduced the ULI-TAP Panel and their company affiliation. John McWilliams, Kimley-Horn; Will Pierce, with Grass River Property; Stephen Jones, Odebrecht USA; Paul Lambert, Lambert Advisory Services; John Crossman, Crossman & Company; Dr. Charles Bohl, University of Miami; Reinaldo Borges, Borges Architects & Associates; Mr. Emran Alley, CBRE.

Mr. Swanson mentioned the purpose of the ULI-TAP is to obtain advice and recommendations regarding redevelopment strategies, incentives and general market potential for the development of a western themed downtown centerpiece that includes property owned by the CRA and Town of Davie located within the boundaries of the Davie redevelopment area and to investigate a private development partnership (P3) to redevelop the area. The specific study site includes the CRA owned 3 acre parcel at the corner of Davie Road and Orange Drive, in context with Town Hall and the Rodeo Arena areas. He mentioned there was also a list of questions that the panel was asked to answer. The questions are as follows:

1. What are the highest and best uses for the 3 acre parcel at the northwest corner of Davie Road and Orange Drive?
2. How should the Town property, which includes the current Town Hall site, Bergeron Rodeo Grounds, and Huck Liles property be developed and still be in compliance with the restrictive covenants on the site? If housing is recommended, what type is recommended and elaborate on suggested partnerships, focus of use and timing of development.
3. What marketing strategy should be deployed to attract partners/investors to the properties?
4. What incentives might be considered by the CRA and the Town to attract development?
5. What can the Town Hall site be used for? What can be done to increase the events at the Bergeron Rodeo Arena? What can be done to make the Rodeo Arena facility more functional? What kinds of improvements are possible for the Huck Liles property which is consistent with the restrictive covenant?
6. What is the optimal location for the potential construction of a new Town Hall, while recognizing Davie's western culture and existing development restrictions?

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7. Should consideration be given to expanding the 3 acre parcel owned by the Davie CRA and for what purpose?
8. What type of parking should be considered for the entire site and where should it be located?

Mr. Swanson mentioned that at the August 6, 2015 ULI-TAP meeting, the public made the following comments:

- We should do more things with the educational facilities. We need to be “partners” not just cohabitants.
- The plan we generate needs to be implementable, not just collect dust on a shelf.
- Restaurants attracted to Davie should be unique, not those found at Hard Rock and Sunrise.
- How do we get more people to come to the downtown? Downtown Davie is a “ghost town” after 5:00 p.m.
- People should feel safe and welcome, traffic moving too fast and not enough lighting.
- Rodeo is a big draw to the area, brings in potential customers for downtown.
- The arena doesn’t have to compete with all event facilities; we want to stay within our niche, equestrian and recreation.
 - too big could create an undesirable environment.
- There are 30 cities and 1 town in Broward County. Davie is unique because of our character, heritage, and identity.
- There is no confusion about where you’re at when you’re in Davie.
- Davie should embrace “agritourism”
- The “arts” should be a big component of any downtown redevelopment, they play a huge role in several energetic and vital downtown areas
- Keep our “Cowboy Town” identity
- Downtown needs to be appealing to multiple generations and families
- Horses=Davie
- As citizens of Davie, we need to make our town appealing to the next generation, must be affordable, and needs to appeal to small businesses.
- Outstanding cornerstones of Davie include some of the old “Pioneer Families” as well as newer businesses that contribute to the fabric of our town.

Mr. Swanson mentioned that based on the comments from August 6, 2015, the panel felt the Town and Davie CRA should:

- “Double Down” on the western theme – enhance and promote the brand, it makes the Town of Davie unique.
- The Bergeron Arena is an asset to the community and should be enhanced, and the use increased.
- The 3-acre CRA property is the key to jumpstart Davie Town Center.
- The Town Hall complex should be maintained and improved.

A conceptual drawing of the area was shown. It was felt that the western town feel should remain. A couple of slides of other areas including building structures, gateways were shown. The Panel addressed the following questions:

1. What are the highest and best uses for the 3-acre parcel at the northwest corner of Davie Road and Orange Drive?

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- The 3-acre CRA property is the key to jumpstart the Town's goal to establish a walkable, mixed-use town center for Davie that embraces its history and western culture.
 - Highest and best uses are 3 to 5 story commercial mixed-use buildings with destination dining and retail on the ground floor, residential or office above.
2. How should the Town property, which includes the current Town Hall site, Bergeron Rodeo Grounds, and Huck Liles property be developed, and still be in compliance with the restrictive covenants on the site?
- The primary Town Hall/Chambers should remain where it is.
 - Some departments could be moved off-site to free up space for a new/improved chambers.
 - The rodeo facility should remain a rodeo.
 - The layout of the rodeo facilities should be reconfigured to flow into the town center encourage people to walk to/from the rodeo and Davie Road businesses.
 - The northern Rodeo Grounds should remain open and continue to be used for rodeo parking:
 - The edges should have formal streetscapes (sidewalks, street trees, rustic wooden fences) to define it as the town square.
 - The lawn area should be improved to support a variety of uses when not needed for parking including family movie nights, arts and craft fairs, festivals, kids soccer nights, etc.
 - The southern Rodeo Grounds should continue to be used for parking to support rodeos, public uses and to establish a town center, as described in the parking section of the recommendations.
3. Should consideration be given to expanding the 3 acre parcel owned by the Davie CRA and for what purpose?
- Yes!
 - Acquiring the two parcels west of the three acre CRA assemblage allows for:
 - The dividing of the CRA assemblage into two separate development opportunities.
 - Projects to be phased separately.
 - The continuation of SW 65th Avenue Extension to Orange Drive
 - The Creation of additional retail frontage
 - A slide of the current use of land for surface parking was shown
4. Parking Strategies
- Consolidate and create shared parking areas to the rear of commercial properties on the west side of Davie similar to the strategy implemented on the east side of Davie Road.
 - Incorporate on-street parking in the town center to provide convenient parking, increase parking capacity and create a slow, safe pedestrian environment.
 - Consider implementing on-street parking on Davie during off-peak traffic hours to slow traffic and create a safe pedestrian main street environment (see Las Olas Blvd example)

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- Formalize parking on the southern rodeo grounds to serve rodeo activities, town festivals and events and such other uses that shall serve and support community activities including the establishment of the town center.
- Phase I: Formal surface parking lot
- Phase II: Establish a multi-use parking facility featuring a high-ceiling, convertible ground floor for handling cars, large vehicles including horse trailers and temporary horse stall as needed for rodeo and community events.
- Require development on the CRA property to help pay for the parking facility in exchange for parking spaces to support development and satisfy code requirements.
 - An example of Town Squares in Southlake Texas, were shown. The photos depicted the Town Square/Rodeo Ground parking lawn, adaptable for a wide variety of uses when not used for parking. Haile Village Center, Pineapple Manor, etc.
- Planned Transportation Improvements
 - Davie Road Streetscape/Reconfiguration
 - Bike lanes, landscaped medians, mid-block crossings
 - SW 65th Avenue Extension
 - Provides rear access to parcels fronting Davie Road
 - Currently turns west before Orange Drive
- SW 67th Avenue Construction
 - Alternative north-south collector
 - Potential connection to rear access road behind rodeo Arena
- Proposed Transportation Improvements/Modifications
 - Davie Road Streetscape/Reconfiguration
 - Bike Lane
 - Bike lane versus wide outside lane
 - Potential for time-of-day on street parking during off-peak times (i.e. Las Olas Blvd)
 - Study potential of off-peak three (3) lane section
- Roundabouts
 - Benefits of slowing traffic on corridor down
 - Problematic for pedestrians crossing at roundabout
 - Consider installing on corridor away from high pedestrian crossing activity.
 - Showed an illustration of proposed cross section with on street parking.
- SW 67th Avenue Construction
 - Provide permanent connection to rear access road
 - Close roadway during rodeo events
 - Provides improved connectivity to/from northwest
- SW 65th Avenue Extension
 - Consider extending to Orange Drive
 - Provides loading access to east portion of 3 acre parcel
 - Creates additional grid for pedestrians/vehicles
- Develop streetscape standards for new internal roadways and paseos.
- Zonal plan, on street parking, treatments, widths.
- Event Ideas

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- Hire a full time events coordinator focused on quarterly event attendance goals
- BBQ cook off/Chili cook off
- Different cuisines – Mexican, Italian
- Cooking demonstrations
- Beer festivals, example – Oktoberfest
- Western movie nights
- College band nights – be an incubator for local bands
- Indoor Soccer
- Cultivate Local Talent – Edinburg Fringe Festival – Scotland-Cultural Festivals – Songkran Festival
- Marketing Strategy
 - Solicit feedback from top 5 national brokerage with presence in Ft. Lauderdale
 - Focus on list of top 3 to 5 developers
 - Meet with the developers face to face
 - Consider utilizing a third party consultant to act as a liaison between the Town of Davie and prospective developers
- What incentives might be considered by the CRA and the Town of Davie to attract development?
 - Reinvest sales proceeds from 3 acre parcel into new parking facility
 - Utilize TIF and/or Town funds to fund public parking spaces
 - Utilize TIF and/or Town funds to:
 - Improve arena lawn
 - Build arrival sequence and iconic gateway feature at front door of Rodeo Arena.
 - Acquire 3-4 key parcels to avoid the ‘jack-a-lantern’ effect.
 - Further determine eligibility for New Market Tax Credits
 - Explore tapping Tourist Development “Bed Tax” to fund improvements and marketing of Rodeo Arena

8. ADJOURNMENT

There being no further business to discuss and no objections, the meeting was adjourned at 7:01 p.m.

September 3, 2015

Date

Judy Paul, Chair

Davie Community Redevelopment Agency


Cheryl L. Ellett, CRA Board Secretary

APPROVED THIS 3RD DAY OF SEPTEMBER, 2015.