DRAFT
11.30.09

CENTRAL BEACH MASTER PLAN

City of Ft. Lauderdale
Planning & Zoning Department

ERA
Economics Research Associates

SASAKI

Table of Contents

Acknowledgements

Fort Lauderdale City Commission

John P. "Jack" Seiler
Mayor

Bruce G. Roberts, Vice-Mayor
Commissioner – District I

Charlotte E. Rodstrom
Commissioner – District II

Bobby B. DuBose
Commissioner – District III

Romney Rogers
Commissioner – District IV

City of Fort Lauderdale

George Gretsas
City Manager

Kathleen Gunn
Assistant City Manager

Planning and Zoning Department

Greg Brewton
Director

Wayne Jessup
Deputy Director

Eric Silva
Principal Planner

Ella Parker
Planner III

Renee Cross
Planner III

Beach Community Redevelopment Agency

Master Plan Team

Sasaki Associates

Alan Ward
Principal

Ted Schirmacher
Project Manager, Planner

James Miner
Planner

Beni Arapi
Urban Designer

ERA Associates

Thomas Lavash
Principal

Christine Graziano
Associate

Relevance of Previous Plans

1. The ***Central Beach Master Plan*** replaces the findings and recommendations of the following sections of the ***Fort Lauderdale Beach Community Redevelopment Plan (November 21, 1989)***:

   Section 1.2.3: Redevelopment Plan Concept not including Appendix I.

   Section 2.1.2: Traffic, Circulation and Parking

   Section 2.2.3: Proposed Zoning Changes

   Section 2.3.4: Design Guidelines

   Section 1.2.3 Appendix I: Description of the Community Redevelopment Area and all other sections will remain in effect.

2. The Central Beach Master Plan replaces the findings and recommendations of the following sections of the ***Beach Streetscape Plan (November 5, 2002)***:

   Birch Road
   Neighborhood Streets
   Breakers Avenue
   Almond Avenue
   A1A

   All other sections of the Beach Streetscape Plan will remain in effect.

3. The Central Beach Master Plan replaces the findings and recommendations of all other Central Beach studies.

List of Illustrations

Central Beach Vision

Great cities capitalize on their natural assets to create a distinctive identity. Natural features such as barrier islands, the ocean, beaches, and waterways, afford excellent opportunities for recreation and are the settings for the internationally recognized venues. The inherent quality of Fort Lauderdale's Central Beach, as a barrier island, is its relationship to the ocean and the Intracoastal Waterway - both have unique characteristics and opportunities.

Great cities are also carefully planned to create a character defining relationship of the built environment to the land and water. Today, there remain opportunities throughout the Central Beach to create a more cohesive and vibrant environment that responds to the public's needs and continues to contribute to the overall Fort Lauderdale community. There remain neglected private parcels that lack a coherent identity and public areas that are isolated with limited or no public access. There are also areas of architectural value that should be preserved but are in need of revitalization. The Vision for the Central Beach seeks to take advantage of these opportunities and define the next phase of the evolution of the barrier island.

The vision for the Central Beach continues to build upon years of past work. Previous plans developed by the City of Fort Lauderdale proposed public initiatives that were very successful, subsequently stimulating significant private investment. The introduction of streetscape and beach improvements to the Central Beach in the 1990s has been a catalyst for private investment. Yet most of the investment has been oriented toward attracting tourists to the beach. As an amenity also valued by the Fort Lauderdale community and local residents, future public and private development plans should attract visitors and respond to the desires of residents. **This can only be achieved through a long term vision of the Central Beach area as an active, dynamic destination with expanded public access and views to the ocean and Intracoastal Waterway.**

The vision must build upon the foundation of the previous plans, enhance previous efforts, integrate local public interests, and connect the districts of the beach into a cohesive whole. Urban Beach Design Principles, defined in this Plan, were developed to implement the public's vision for the Central Beach. The principles express the public's desires to improve the Central Beach with specific focus on enhancements to the pedestrian environment and the public realm. Private investment should reinforce public investment in the public realm and enhance the Central Beach as a world-class destination to establish Fort Lauderdale as one of the world's great waterfront cities. This will only be accomplished, if future public and private investment:

- Extends beyond the beach into the barrier island's unique districts;
- Links the beach to the Intracoastal Waterway;
- Connects the districts of the Central Beach by foot, bicycles, vehicles and transit; and
- Establishes multiple points of interest shopping, dining, recreation and entertainment and public spaces for gathering and celebration.

Urban Beach Design Principles

1. Enhance connectivity to create a continuous Central Beach experience

There are a number of key streets where improvements to the public realm, along with private development, will enhance the experience and connectivity for pedestrians and cyclists and make the Central Beach a more seamless experience. This will help unify the Central Beach as a destination and encourage more walking throughout the area.

2. Expand opportunities for pedestrians to experience the active edge of the Intracoastal waterway

Along the Intracoastal Waterway there is an opportunity to provide pedestrian access parallel to the water. This would enable the public to view boat traffic, take the watertaxi, boat to the beach, and view the City skyline.

3. Create a symbolic center / gathering place at Las Olas Boulevard and mark the other entries to Central Beach

Where Las Olas Boulevard reaches the beach, there should be a landmark public space as a focus and gathering place for the Central Beach. The other principle entries to the beach, on A1A to the south and Sunrise Boulevard to the north, should be identified with iconic markers as gateways to the beach.

4. Create a variety of usable public spaces for daily use as well as special events and performances

Expand the attractiveness of the beach as a destination with new public spaces and additional event programming throughout the year. Establish programs for a range of sizes of events and target both visitors and locals, so that something is happening on a more regular basis.

5. Make streets more pedestrian oriented with attractive shaded sidewalks with cafes, restaurants, and shops

At selected locations, with proximity to parking and hotels, make a focused environment of retail and restaurants that will serve visitors as well as locals. Connect these retail streets to the larger Central Beach area and make these settings attractive places to stroll with more active and engaging cafes, shops, and restaurants.

6. Create places for families and children

The beach is the primary attraction, but it should be complemented by other destinations and activities for families and children.

7. Preserve and enhance the architectural resources of the Central Beach

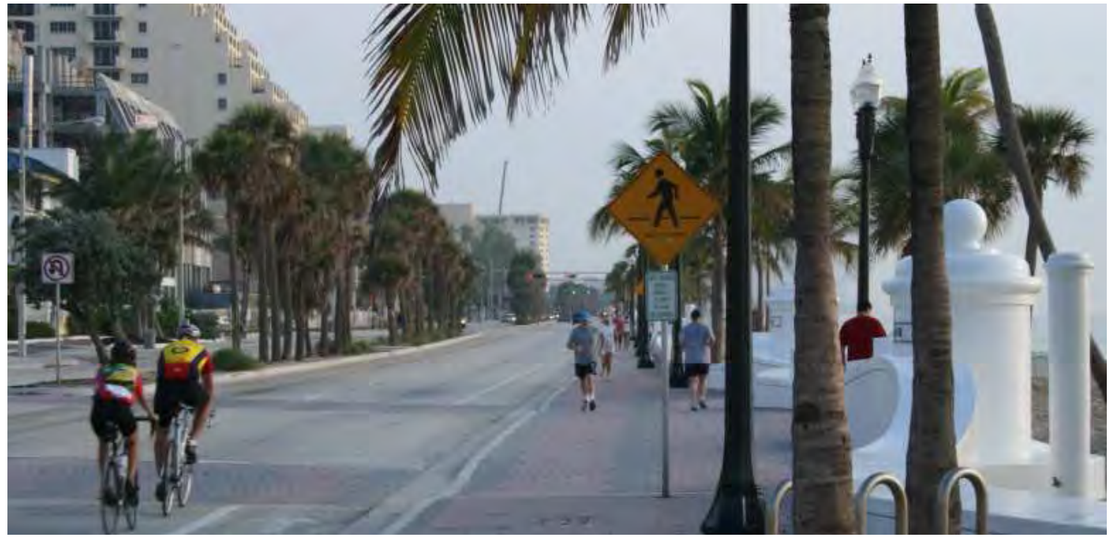
The Central Beach has a rich architectural heritage. There are significant concentrations of architectural resources that give definition and identity to neighborhood districts. Encourage revitalization of these concentrated areas and enhance the districts through new investment that compliments the heritage.

8. Promote a mix of uses / a mix of users

Encourage future redevelopment to include a mix of uses, especially on key pedestrian oriented streets where active uses will contribute to the life of the street. Encourage a variety of destinations that appeal to a varied mix of users, including visitors as well as locals.

9. Establish a comprehensive identity and way finding system

The Central Beach attracts millions of visitors who will benefit from a better way finding system to locate parking, hotels, and other destinations. An integrated and well designed system of signs and graphics will be both functional and an attractive part of the streetscape.



Introduction

Beginning in 1984 the City of Fort Lauderdale made a commitment to be the “Best City of its Size”. Integral to the image and character of the City are the Fort Lauderdale beaches, long an attraction that stimulated resort development and tourism in the region. When the rituals of “Spring Break” gave way to excess, Fort Lauderdale sought to redirect the activities of the area to take advantage of its natural resources and create a family atmosphere.

Since 1986 the City has sought to define and direct development in the Central Beach area through public initiatives. As a result of these initiatives Fort Lauderdale Beach has become a national and international destination, hosting major annual events including the Fort Lauderdale International Boat Show and the Air and Sea Show.

Over the last twenty years, the City has substantially changed the image of the Central Beach area through public investment in infrastructure and placemaking as recommended in the **Fort Lauderdale Beach Revitalization Plan** of 1989 (completed by Sasaki and updated in 1990) as well as subsequent Urban Land Institute (ULI) panels. Critical to the Plan was the creation of a more pedestrian oriented environment through the “one way pair” (AIA & Seabreeze), elimination of parking on A1A, the creation of “People Streets”, “People Street Intersections”, and the “Beach Promenade”. As a result of the successful implementation of the Revitalization Plan, renewed interest in private development in the Central Beach area occurred through the mid 1990s.

Implementation of the planning initiatives occurred through Comprehensive Plan amendments and rezonings. In 1989, the planning area impacted by the initial revitalization of the Beach Community Redevelopment Area was expanded to include areas to the north and south defined on the Future Land Use Map (FLUM) as the Central Beach Regional Activity Center (RAC). Within the Central Beach RAC are seven distinct zoning districts: the South Beach Hotel & Marina District, the A1A Beachfront Area, the Planned Resort Development District, the North Beach Residential Area, the Intracoastal Overlook Area, the Sunrise Lane Area and Park District. Due to substantial redevelopment and increased traffic, the City placed a moratorium on new projects in 1998, while studying the impacts of additional development and evaluating the existing Zoning Code in the Central Beach Area. These studies primarily addressed transportation infrastructure requirements in response to issues that could potentially impede future additional redevelopment.

The 2002 Beach Streetscape Master Plan by EDSA identified four specific districts within the RAC: South Beach District (outside this scope), the Central Beach CRA District, the North Beach Intracoastal/Overlook District, and the Sunrise Lane District. The study addressed aesthetic issues within the public rights-of-way of these districts in an effort to create a cohesive image within the study area.

In November 2002, the ULI Advisory Panel on Fort Lauderdale Beach defined five thematic districts that were defined not only by the physical characteristics, but by use and market potential. The districts, beginning on the southern area include: the Marina District, the Entertainment District, the Mid-Beach District, the North Beach Community District, and the Sunrise Lane District on the north.

The varied and sometimes competing interests of stakeholders of the separate districts must be understood and balanced to address the potential of the Central Beach Area and create a unified vision. They include commercial stakeholders, consisting of retail, entertainment, recreation, and hospitality as well as the residential community, including primary home, second home, or short stay, along with the larger Fort Lauderdale community. Their values and concerns must be addressed separately and collectively in the Central Beach Master Plan.

The intent of this study is to develop an overall framework that unifies the Central Beach through design guidelines and enhances the public realm by the identification of public improvements on city owned property. The process to achieve these goals is to review past planning efforts and recommendations, assess the existing conditions, and recommend guidelines and public improvements.

Study Area

The study area, located on the barrier island, corresponds with the 425 acre area of the Central Beach RAC designated in 1990. The northern boundary is Sunrise Boulevard, the eastern boundary is the beach, the southern boundary is the south edge of the Bahia Mar marina, and the western edge is the center of the Intracoastal Waterway. Within the RAC is the 125 acre Central Beach Community Redevelopment Area, extending from the southern edge of the study area northward to Alhambra Street.

Study Area (red boundary) and Central Beach Regional Activity Area (orange boundary)

Issues

A successful master plan takes a comprehensive view of the full range of issues and their interrelationships. It reconciles these elements in a very specific, geographically focused manner, integrating creative design and producing a realistic strategy geared toward action and implementation.

From the inception of Fort Lauderdale's 1985 efforts to direct development in the Central Beach the desire has been to capitalize on the potential of the barrier island as a "resort community in a beach environment". The City further defined the resort community to include the need for a strong pedestrian environment, ease of access and circulation, a mix of uses and activities, and an enhanced physical environment.

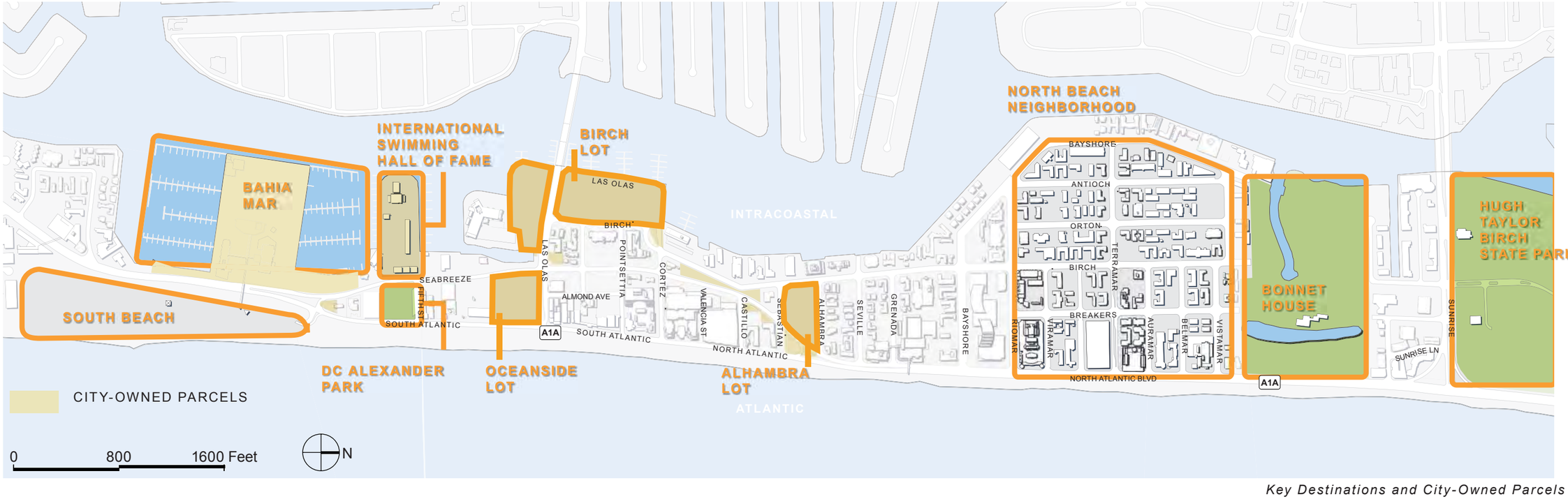
The master plan for the Central Beach Area will address key issues that have been raised by recent studies, policy decisions, and the public, including the following:

- **Identity & Character** – In an effort to translate market potentials into a realistically marketable vision that meets key city and public objectives the master plan should reinforce the public investment in the public realm and enhance the Central Beach as a world class destination to reinforce Fort Lauderdale as one of the great cities of the world. The identity of the various districts must be understood as they contribute to or deter from the perception of the whole. The Central Beach Master Plan must address the overall experience in the public realm to enhance the resort atmosphere as well as address the design character of the built form. The distinctive identity of the Central Beach comes from the water, both the Intracoastal Waterway and the ocean. The Master Plan should enhance the interaction between the City and the water by improving access and creating strategically located iconic public spaces as the center and the gateway to the beach and its activities.

- **Building Patterns** – The current code for the zoning districts is perceived by the public to be out of date and needs to respond to current conditions. It is perceived as being oriented toward new development to remove existing structures and not necessarily as an incentive for renovation or restoration of existing structures. Implementation of the Central Beach Master Plan includes strategies to address zoning related deficiencies.

- **Sustainability** – The Master Plan should address sustainability of the Central Beach both environmentally and economically, to maintain and enhance the potential of the Central Beach area for future generations. To be sustainable the Master Plan must be responsive to the above noted issues of infrastructure, landscape/aesthetics and zoning as well as market conditions. Guidelines for the new development should reflect contemporary thinking about building in a more environmentally sustainable manner to meet the expectations of the increasingly sophisticated visitors.

- **Transportation** – The Central Beach Area must have appropriate infrastructure for new and existing development. Circulation and parking on barrier islands as they grow become critical due to the limited access points. The Central Beach Master Plan recognizes the importance of ease of circulation and parking. The Master Plan considers previous studies and incorporates their recommendations where appropriate.



Key Destinations and City-Owned Parcels

Opportunities

This plan provides opportunity to reinforce the unique character and identity of the Central Beach area and its importance to the City through the following principles:

- **Enhance the interrelationships** of land uses, buildings, parks, streets, and parking in the RAC to ensure a dynamic resort oriented community contributing to making Fort Lauderdale a great city.
- **Build upon the findings of previous plans** into a cohesive vision to guide public and private investment in the Central Beach RAC with a focus on implementation.
- **Distinguish unique districts** within the Central Beach RAC and reinforce connections between vehicular and pedestrian movement corridors and public places.
- **Define the role of public and private stakeholders** and their priorities to achieve immediate and sustained action.
- **Leverage public policies and capital improvements** to achieve the greatest potential for quality development through private investment.

The Central Beach Master Plan is an opportunity to enhance the design of the area, promote economic vitality and implementation of projects at the Central Beach, and further a process involving the public.

- **Design of the Area:** Achieve a dynamic, year round vibrant district that is known for its unique setting for both resort and year round residents as one of the world's great places.
- **Economic Vitality and Implementation:** Measure the economic feasibility of specific projects to understand the potential role of the public sector in implementation. Create a site plan approval process that clarifies purpose and has specificity. This will reduce the critical time element in development while communicating clear expectations regarding the form of development and the character and design of the buildings and open spaces. This should be flexible enough to allow design freedom and creativity within an overall framework for the Central Beach.
- **Process:** By identifying key stakeholders and meeting with the public, a forum for discussion was established that builds long-term relationships within the city and the Central Beach RAC stakeholders and the public. Interaction and debate about the future ensures that the final master plan reflects not only the stakeholders' aspirations but also their deeper understanding of tradeoffs and choices related to future decisions.
- **Investment:** Cities require ongoing investment to be sustained. The actions of both the public and private sector and each individual should contribute to a shared vision of the entire Central Beach area. To achieve this, the process has involved city officials, the business community, residents and property owners, and other identified stakeholders to build upon past studies and current thinking into a cohesive vision and action plan for the future.
- **City Owned Parcels**: Improve underutilized community assets by providing a schedule of improvements for city owned parcels and enhancements to key destinations shown below.

Wave Wall and Beach Promenade

1

Assessment

The Vision for the Central Beach area should build upon and amplify the inherent strengths of the Beach and the values of the community. To build upon those assets it is necessary to understand the existing conditions and development history of the Central Beach study area, identify the values of various stakeholders, and develop planning principles reflecting the opportunities of the Central Beach based on input from stakeholders.

The objective of the assessment phase is to establish a consensus of goals and urban design principles from the stakeholders, the community and the City. These goals and principles form the basis for subsequent planning phases and development of the Central Beach Master Plan and implementation strategies.

Planning History

The City of Fort Lauderdale has continuously influenced and stimulated development in the Central Beach area since the 1920s. To promote tourism and development on the barrier island, the City funded and constructed the Casino Pool. It was the first Olympic size pool in Florida. In the 1960s a new facility was constructed in the current location and today hosts major swimming events. As a result of these efforts tourism increased in the Central Beach area during the 1920s and 1930s, establishing Fort Lauderdale as an excellent winter resort destination in South Florida.

During this era the majority of development could be characterized as low density, 3-5 story, small hotels as opposed to the more densely developed neighbor to the south, Miami Beach. Fort Lauderdale's Central Beach was differentiated from Miami Beach by a more relaxed informal atmosphere. The 1950s experienced a resurgence in development interest on the barrier island with new hotels locating along A1A. Popularized by the movie "Where the Boys Are" Fort Lauderdale became a mecca for college students during Spring Break. By 1985, Spring Break would account for 350,000 visitors within a limited time frame every year. The rowdiness of spring break activities lead to deterioration of property values and a general lack of community pride in the Central Beach Area.

In 1986 the City established the Central Beach Task Force with the specific goal of reestablishing the Central Beach Area as a source of community pride by redefining the orientation of the Central Beach away from a destination for Spring Break. To meet that goal, the Task Force in 1987 recommended that the City of Fort Lauderdale engage Sasaki Associates as planning consultants to establish a new direction through the creation of the Central Beach Revitalization Plan.

Central to the Revitalization Plan was the reorientation toward a resort environment featuring a pedestrian friendly beach atmosphere. To create such an environment Sasaki recommended elimination of parking and the creation of a pedestrian promenade along A1A, revising automobile circulation, and redefining zoning districts with revised development regulations.

In 1988 the City engaged the Urban Land Institute (ULI) Advisory Panel to study a 31 acre area, centered on Las Olas Boulevard, which would be the core of the revitalization area. The panel was composed of local and national planning and development experts. Building on previous studies the panel recommended that revitalization efforts focus on the creation of a mixed use "Ocean to Beach Urban Residential Village" to create a "beach resort environment". To implement their recommendations the panel identified the following necessary actions:

- Establish a beach development authority
- Establish a beach maintenance system
- Clear deed restrictions

- Assemble land sufficient to support mixed use development
- Submit Development of Regional Impact (DRI) for approval

Following the ULI recommendations and the Sasaki Revitalization Plan, the City established a Central Beach Community Redevelopment Agency (CRA) on April 18, 1989 with the power to coordinate, control and implement development within a core 125 acre area central to the 425 acre Central Beach Regional Activity Center (RAC).

In 1989, the City commissioned The Fort Lauderdale Beach Action Plan to demonstrate to Broward County the City's commitment to make transportation improvements in support of the Central Beach Revitalization Plan by adding additional roadway capacity to improve levels of service in the Central Beach area. The city committed to a "2+2" configuration of two one-way pairs, 2 lanes northbound (A1A) and 2 lanes southbound (Seabreeze). To facilitate additional development the proposed improvements (2+2) were projected to have the "total capacity of 3,200 trips during the afternoon peak hour over and above the existing traffic".

In December 1989, EDSA completed the Central Beach Revitalization Plan Update with the purpose of linking development with infrastructure capacity. The study created a methodology to track remaining development capacity, measured as trips, as projects were approved. It was also recommended that development capacities be transferable between districts within the RAC.

In 1990 EDSA completed the Central Beach Revitalization Design Guidelines to establish design standards and continuity throughout the Central Beach area. Specific guidelines and design criteria were established to direct public and private development. Major elements delineated were:

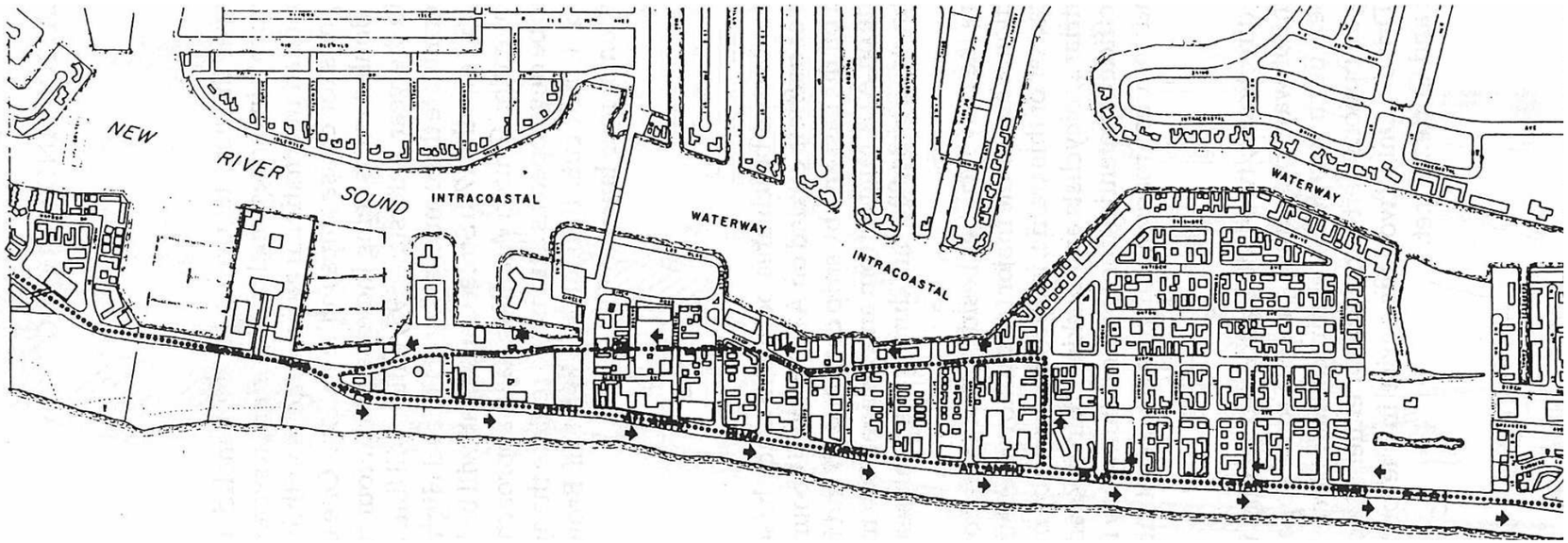
- Approach Roads – Sunrise Blvd., Las Olas Blvd., and AIA
- People Streets – 5th Street, Las Olas Blvd., Cortez, Sebastian, Grenada, Riomar, Terramar, and Vistamar
- Special Intersection Treatments
- Water Taxi Stops – ICW & Swimming Hall of Fame, Cortez, Sebastian, & Bonnet House
- Additional Parking Facilities – Bahia Mar, Swimming Hall of Fame
- New Park Facilities - a linear esplanade along the Intracoastal at the Birch Las Olas parking area
- Special Event Sites – Las Olas Blvd. & A1A

Since 1990, significant private investment has occurred. Subsequent to the 1993

Lauderdale Beach Hotel, circa 1930s

Central Beach, circa 1950s

North Beach Residential Area, circa 1950s



Fort Lauderdale Beach Revitalization Study, Sasaki, 1987

completion of the “one way pairs” of A1A and Seabreeze, and the related streetscape improvements private development began to invest in the Central Beach area and continued to accelerate through the 1990s.

The magnitude of development in the late 1990’s created concern about the potential impacts of further development on the existing infrastructure.

In 1998 Hughes and Hall completed the Beach Transportation Study to evaluate impacts of new and projected projects on the existing infrastructure and ways to improve mobility. Proposed recommendations of the study included introduction of:

- Transit (trams),
- An additional northbound lane on A1A at Southbeach Municipal Parking lot,
- Reversing the direction of SE 5th Street,
- Enhancement of Birch Road,
- Increasing Seabreeze to a four-lane two-way roadway,
- Additional parking facilities.

Concurrent with the Hughes study, Walker Parking completed the Beach Moratorium Parking Study evaluating the need for additional public parking. While the parking problem was identified for large events and locations, the study determined the problem was one of convenience more than need. Based on future parking demands for 2014, it was their finding that improved parking and traffic handling could resolve the perceived problem. The recommendations of the study were:

- Improvements to transit with the introduction of a tram,
- Introduction of a unified wayfinding system to direct people to parking locations,
- The introduction of new public parking facilities to capture visitors as soon as possible.

In 2002 EDSA and Keith & Schnars completed their Beach Streetscape Master Plan to address aesthetic issues related to the streetscape within the Central Beach study area right-of-ways. The largest issue identified by the study was the expansive areas of asphalt and lack of landscaping, allowing residents to park randomly, leading to a visually incoherent environment with little regard to the pedestrian experience. The final master plan identified multiple initiatives to establish a coherent structure to the streetscape including:

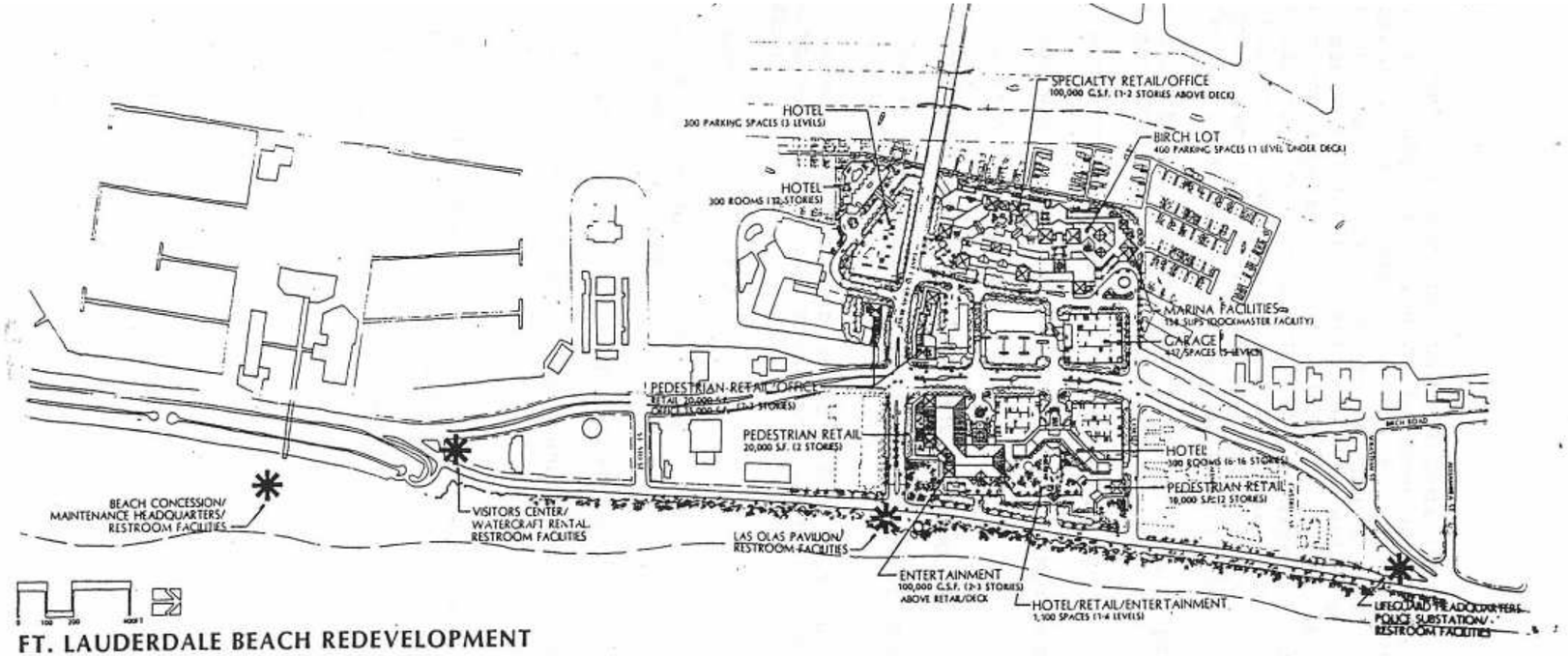
- Gateway / Entrances
- Secondary gateways
- Street trees / Landscape improvements
- Median treatments with landscape
- Intersection treatments with special paving
- Intracoastal overlooks
- Gateway Park/Plaza

The initiatives were delineated within five specific areas of the study area with their associated costs totaling $9.4 million. The majority of improvements were to be in the North Beach and Intracoastal Overlook districts totaling $4 million to improve the streetscapes and eliminate the overwhelming amount of asphalt. The Central Beach CRA district improvements were estimated to be $2.2 million focused on establishing the major gateway on Las Olas Boulevard.

Implementation of the Beach Streetscape Master Plan has been limited to landscape improvements along Las Olas Boulevard and developer improvements as part of private development.

In 2002 the ULI Advisory Panel was again invited by the City of Fort Lauderdale to evaluate the Central Beach. The scope of their study was to be expanded to include the entire 425 acre Central Beach RAC. The panel was to “recommend a conceptual plan that would define a vision for the redevelopment of the Central Beach and provide a strategy” for implementation. The overall consensus was that the City was “moving in the right direction but needed more “affirmative attention” to achieve the desired goals for the Beach.

The recommendations of the Panel were three fold: establish thematic planning districts, update the master plan, and assert leadership in the development of the beach. The recommendations for the thematic districts were to establish guidelines and regulations that enforce and enhance the current uses in the five thematic districts of the Central Beach. Updating the master plan would afford the City the opportunity to act on catalytic initiatives to enhance the Central Beach experience that would



Fort Lauderdale Beach Redevelopment Study, WRT, 1989

foster family activities as well as expand upon the existing tourist related facilities. Central to the update should be resolving the scattered nature of parking and introducing a major design statement at A1A and Las Olas Boulevard. To implement these initiatives the Panel recommended the need to establish leadership in the development through the identification of a "Champion" who will embrace and actively pursue initiatives that will help define the vision of "a resort community with a beach lifestyle".

The City has continued to show leadership in the process and most recently in 2006 established the Fort Lauderdale Beach Improvement District (BID). The purpose of the BID is to establish a funding mechanism for maintenance and enhancement of public improvements within the Central Beach bordering the east and west sides of A1A from Holiday Drive to Sunrise Boulevard. The enhancement/services are funded by a special assessment imposed on commercial property owners within the boundary of the BID.

Public Improvements as Catalyst for Private Investment

As a result of previous City initiatives to reposition the Central Beach area as a resort destination through beachfront improvements there has been significant private investment. Since 1993 private investment in the Central Beach area has contributed over 1,100 hotel rooms and, 600 residential units and approximately 200,000 square feet of commercial space. There are approximately an additional 800 units of residential/hotel units pending approval.

The approved projects to date represent 63% of the development potential within the Central Beach area based on the overall additional capacity of the Central Beach Regional Activity Center total trip count of 3,220 for maximum number of Peak Hour Trips set by the County in 1989. There remains 1,105 peak hour trips to be allocated without additional improvements to increase capacity of the infrastructure, or a drop in the permissible level of service.

In the long term, additional development rights within the RAC will require amendments to the Broward County Land Use Plan and Comprehensive Plan. The trip capacity established in 1989 documented that the current lane configurations provided capacity for 3,220 more trips, any changes to this trip threshold would require comprehensive plan review and approval by Broward County and state reviewing agencies. The transportation study submitted as part of a plan amendment application should evaluate the impact of alternative forms of circulation including increased public transportation services, pedestrian connections and mobility improvements to the public realm.

Built, Approved and Pending Projects by Application Submittal Date

Urban Design Analysis

Topography

As a barrier island the topography of the study area is relatively flat. However, the topography of the beach is quite pronounced with a north/south ridge line and the highest elevations closest to the ocean side. As such, A1A was located along the ridge line to ensure safe travel. The Construction of A1A significantly improved access to the beach. Subsequent development, specifically the North Beach Residential Area (NBRA) occurred in the lower elevations on the Intracoastal side as tidal marshlands were filled.

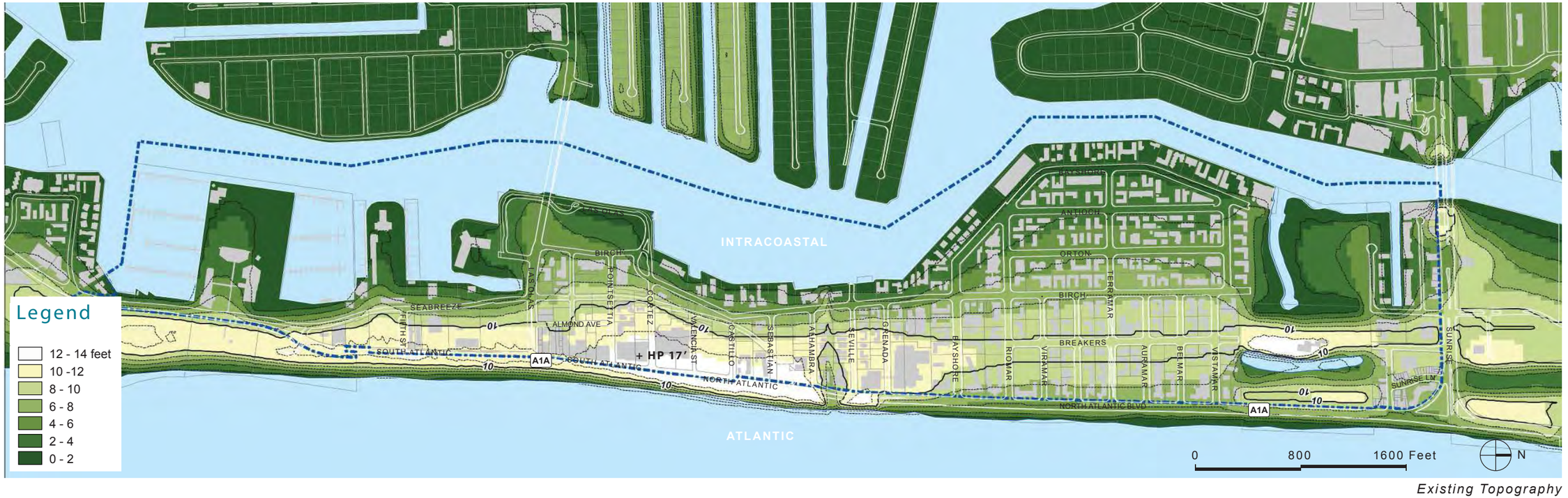
Elevations on the barrier island in the study area vary from sea level to a high point of approximately 17 feet along A1A. A higher elevation extends north-south close to the beach in the central area, roughly corresponding to the Community Redevelopment Area (CRA).

From this higher elevation of 15-17', topography slopes down gently to the west toward the Intracoastal Waterway. This change in elevation has significant effect on views, to both the ocean and the Intracoastal Waterway. Additionally, due to the varying width of the island it is only in the southern section where the island is narrow that the Intracoastal Waterway and ocean can be viewed from one location.

North of Sebastian Street and the CRA, the higher elevation shifts westward. Within the North Beach Residential area, the ridge line aligns with Breakers Avenue, resulting in good views to the ocean one block in from A1A.

View to Intracoastal at Bahia Mar

South Beach Park



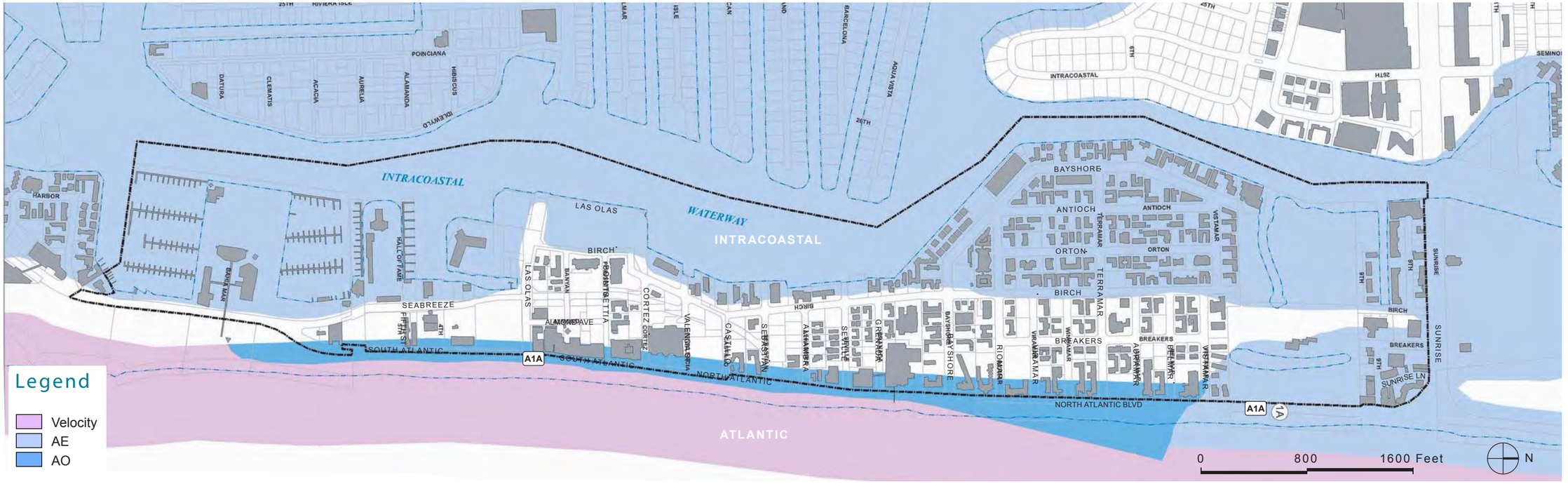
Existing Topography

Flood Zones

As a barrier island in a sub-tropical zone, the Central Beach is impacted by tropical storms and hurricanes. Barrier islands are natural impediments for storms, protecting the interior lower laying lands. Federal, State and local regulations apply to development in the Flood Emergency Management Areas (FEMA). The Central Beach study area has three FEMA designated zones, velocity, AO and AE reflecting the topography. The defining characteristics of these zones are:

- **Velocity Zone** – An area inundated by 100-year flooding with velocity hazard (wave action)
- **AO** – An area inundated by 100-year flooding (usually sheet flow on sloping terrain), with flood depths ranging from 1 to 3 feet
- **AE** – An area inundated by 100-year flooding, for which base flood elevations have been established

The most restrictive zone is the velocity zone with severe regulatory restrictions that impact uses, finish floor elevations for habitable space, and insurance costs resulting in higher development costs. The velocity zone is limited to areas along the beach and does impact future development east of A1A. The AO zone which is inundated by the 100 year flood by 1-3 feet establishes minimum floor heights. This area is concentrated along A1A and impacts development from Bahia Mar to the Bonnet House. The AE zone is the least restrictive area. It is concentrated on the Intracoastal side of the island. The flooding that occurs in the AE zone is created as flood waters rise in the interior parts of Fort Lauderdale, and is not caused by wave action or sheet flow from storm surge on the Atlantic side of the island. The ridge line of the island is not impacted by flooding.

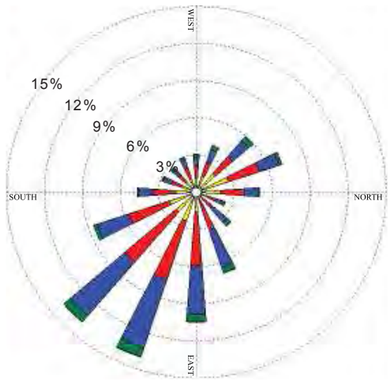


FEMA Designated Flood Zones

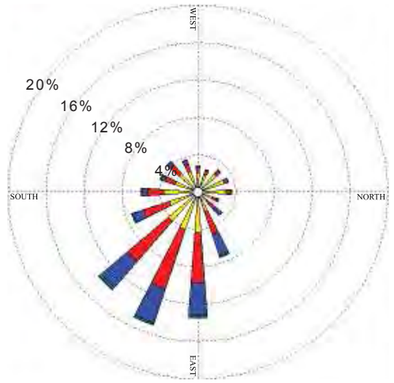
Climate

Pedestrian comfort is strongly influenced by the micro-climate; conditions related to wind and temperature at specific locations. Of most concern at the Beach is access to cooling breezes in the summer months. These breezes are typically from the east and southeast. The design of outdoor spaces, if expected to be used in the summer should aim to capture these breezes. There may be occasions in winter when it would be beneficial to block cooling breezes from the east to northwest.

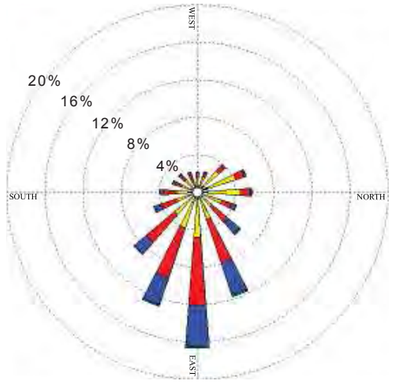
March



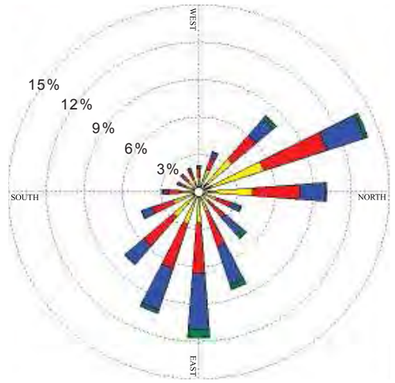
June

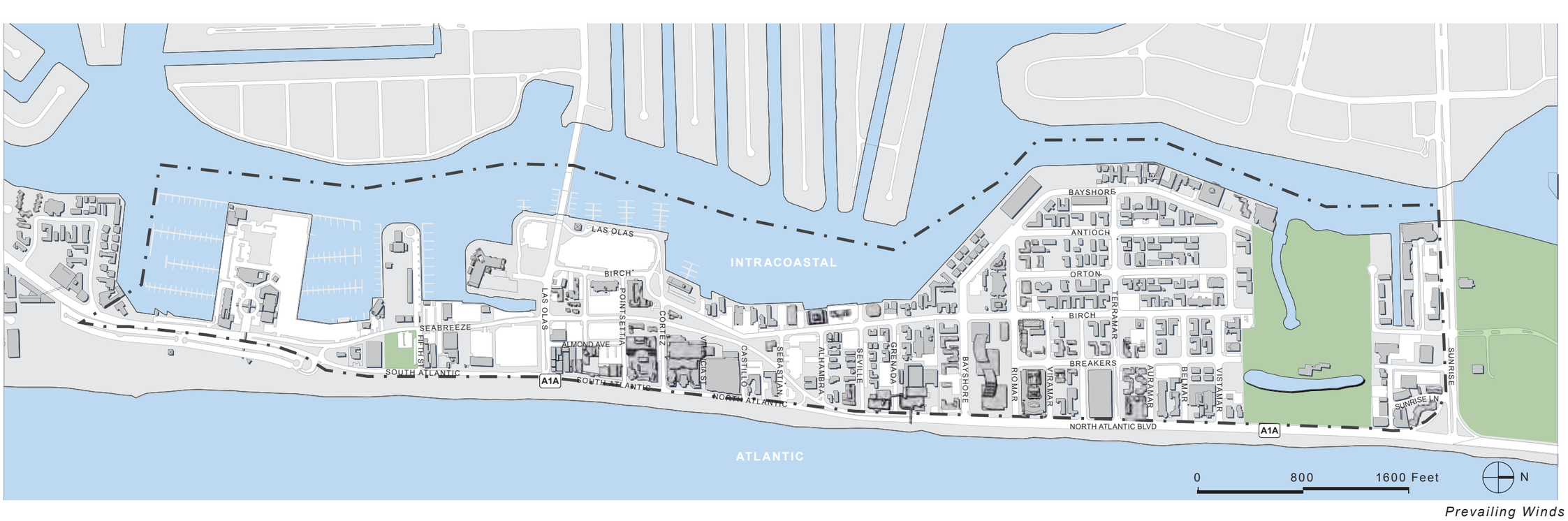


September



December

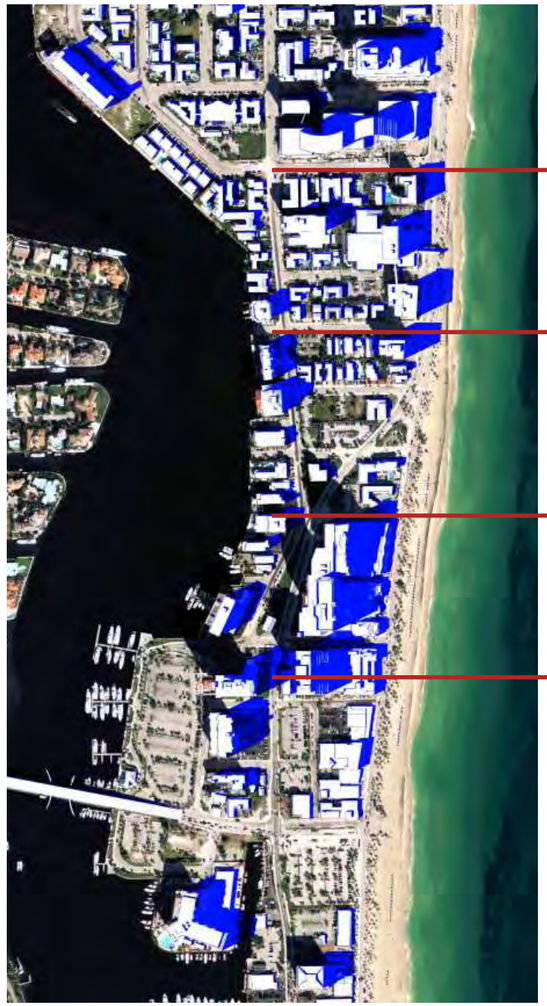




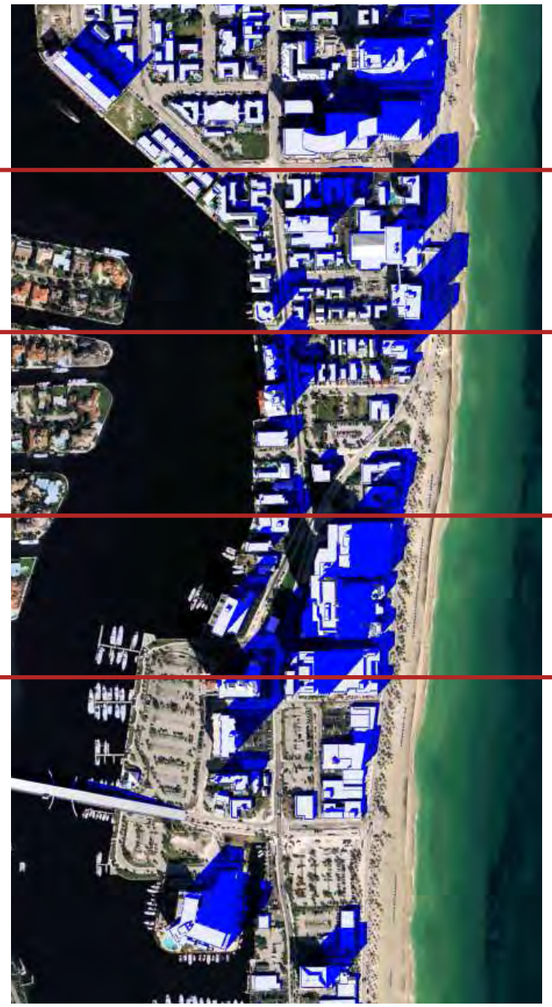
Prevailing Winds

Sun Shadow Effect of Tall Buildings

Exposure to the sun is of course a primary concern to beach goers, but it also is a significant issue in locating and designing parks, plazas and other public spaces. It was the aim of the Beach Shadow Ordinance, enacted in 1989, to setback taller buildings on A1A so that afternoon sun will not shade the beach during prime hours. The computer model shows the sun/shadow effects at 3PM on September 21 and December 21. Tall buildings constructed directly on the west side of A1A, before the ordinance, have a significant shadow impact in late afternoon on these days. Buildings constructed after the Ordinance, with taller portions setback, have effectively preserved access to the sun on the beach in prime afternoon hours. The important consideration here is that future planned public spaces on the beach should likewise have exposure to the sun in winter.



September 21, 3:00 PM



December 21, 3:00 PM

Pre Beach Shadow Ordinance

Post Beach Shadow Ordinance

Views

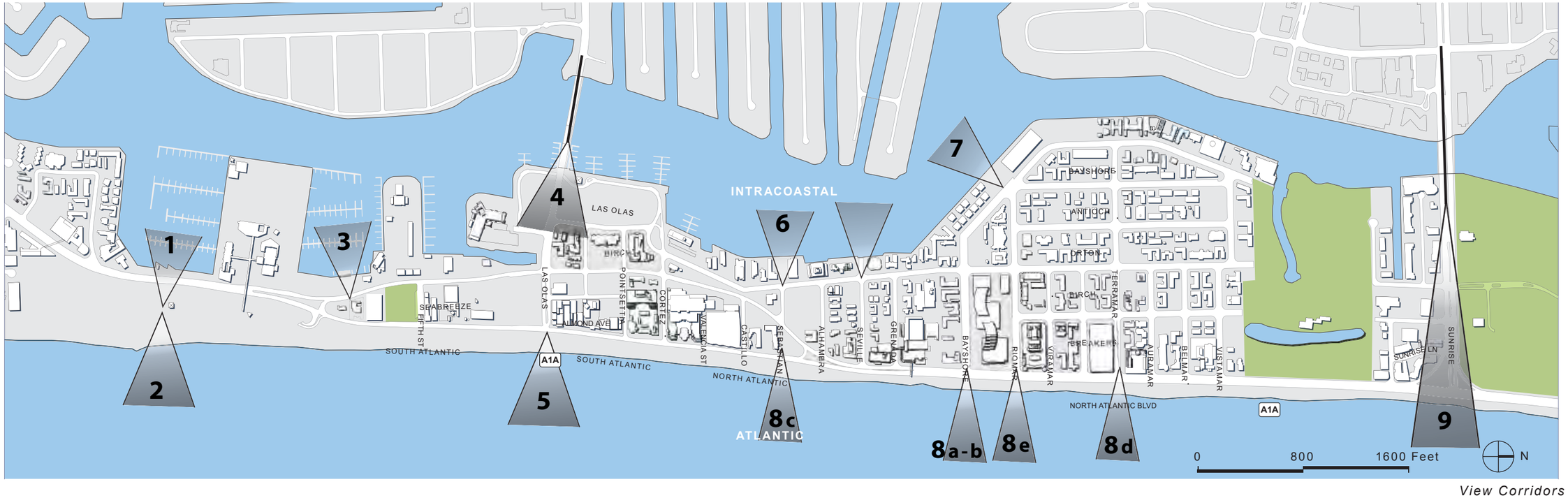
Critical to the experience and identity of the Central Beach environment is the visual connectivity to water and the related activities. The Central Beach experience is enhanced by the proximity of the Intracoastal Waterway and the ocean beach. Unique visual experiences are created by the distinctly different activities on the Intracoastal Waterway and beach. Visual and physical connectivity to these assets should be maintained as well as enhanced by the master plan.

Due to the physical configuration of the land area (narrow in the south and wide in the north) and the respective topography, visual experiences differ from the south to the north. The island has a north south ridge line, and the potential to view the beach and the Intracoastal simultaneously can only be achieved in areas along the ridge line or along access points of the bridges.

The most prominent views to the water occur from the higher elevations on the bridges at Las Olas Boulevard and Sunrise Blvd. However, because of the topography, the views approaching the beach from Las Olas Boulevard are obstructed when the street descends to the lower elevation at Seabreeze. At Sunrise Boulevard the approach to the beach is a gradual descent which maintains the view to the ocean.

The lower lying areas to the west of the ridge line are not afforded the visual connection to the beach and conversely the areas east of the ridge line are not afforded views of the Intracoastal. The only portion of the island where both can be perceived simultaneously are at the South Beach Park and Bahia Mar due to the drop in elevation in this area.

The following photographs are prototypical views of the Central Beach areas.



View Corridors

1a - Bahia Mar

2a - South Beach Park

3a - North Channel

6a - Valencia and Birch at ICW

1b - Bahia Mar Marina

2b - South Beach Park

4 - Las Olas Boulevard Approach

7 - Views across ICW

1c - Bahia Mar looking south

2d - South Beach Park

5 - Las Olas Boulevard Approach

8a - Bayshore / A1A

8d - Terramar / A1A

9a - Sunrise Boulevard Approach

8b - Bayshore / A1A

8e - Riomar / A1A

9b Sunrise Boulevard Approach

8c - Sebastian / A1A

9c Sunrise Boulevard / A1A

Zoning

The Central Beach study area has seven designated zoning districts:

- **PRD** - Planned Resort District,
- **ABA** - A1A Beachfront Area,
- **SBMHA** - South Beach Marina/Hotel District,
- **SLA** - the Sunrise Lane District,
- **IOA** - Intracoastal Overlook Area,
- **NBRA** - North Beach Residential Area and
- Parks.

The designations include the original designations previous to the adoption of the Central Beach Revitalization Plan, as well as, the introduction of the Planned Resort District as recommended by the Sasaki Central Beach Revitalization Plan of 1987. The PRD is located in the Community Redevelopment Area in its entirety. The districts were delineated to reflect the existing historical uses, as well as, the proposed uses for the Planned Resort District. The intent of each district and their respective regulations as noted in the Zoning Code are as follows:

PRD – "Planned Resort Development District is established for the purpose of promoting the development and redevelopment of the area immediately north of Las Olas Boulevard, generally between the Atlantic Ocean and the Intracoastal Waterway, as a high quality, public and private mixed use area that is the focal point of the central beach as a destination resort and county-wide asset".

Although the area remains the focal point of a resort destination environment in the central beach, limited improvements have been made to create the mixed-use village envisioned by early planning efforts. Recommendations to create this environment, which will become a significant countywide asset, are described in the Framework and Guidelines sections.

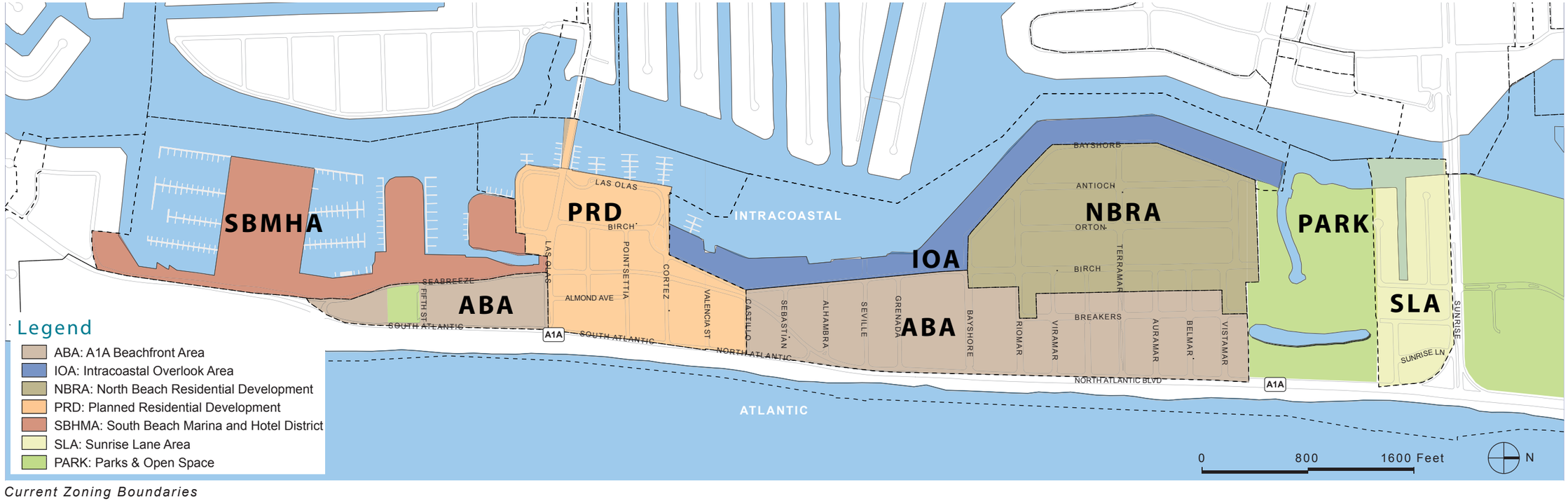
General permitted uses are:

- Hotels and suite hotels.
- Conference centers and other public meeting or performance facilities or tourist attractions.
- Commercial retail uses offering services or goods for sale to tourists and visitors such as gifts, souvenirs, clothes and other tourist commodities, including restaurants as a part of a hotel, a conference center complex or a shopping arcade or mall with at least fifty thousand (50,000) square feet of gross floor area.
- Residential.
- Parking structures.
- Other uses catering to tourists as approved by the Planning and Zoning Board.
- Marinas as a conditional use.
- Moped/scooter rental as a conditional use.
- Parking lots.

ABA – "A-1-A Beachfront Area District is established for the purpose of promoting high quality destination resort uses that reflect the desired character and quality of the Fort Lauderdale beach and improvements along A-1-A".

General permitted uses are:

- Hotels and suite hotels.
- Restaurants
- Commercial retail uses offering services or goods for sale to tourists and visitors such as gifts, souvenirs, clothes and other tourist commodities.
- Parking garages.



Current Zoning Boundaries

- Other uses catering to tourists as approved by the Planning and Zoning Board.
- Parking lots.

SBMHA – "South Beach Marina and Hotel Area District is established for the purpose of promoting high quality destination resort uses including the Swimming Hall of Fame that reflect the character and quality of the Fort Lauderdale Beach, the Intracoastal Waterway and the marinas that have been developed to the north and south of Bahia Mar".

It is anticipated that the intent of this designation will be met in the near future with the redevelopment of the Bahia Mar and Swimming Hall of Fame sites. Over the last several years, the City has been reviewing development plans for both sites. Recommendations for maintaining the character and quality of the beach and enhancing Intracoastal Waterway access are described in the Framework and Guidelines sections.

- General permitted uses are:
- Hotels and suite hotels.
- Multiple-family dwellings and apartments.
- Marinas as a conditional use.
- Museums.
- Swimming pools.
- Parking garages.
- Amphitheaters.
- Restaurants.
- Moped/scooter rental as a conditional use.
- Commercial retail uses offering services or goods for sale to tourists and visitors such as gifts, souvenirs, clothes and other tourist commodities.
- Parking lots.

SLA – "Sunrise Lane Area District is established for the purpose of encouraging the preservation, maintenance and revitalization of existing structures and uses that make up the distinct neighborhood south of Sunrise Boulevard".

The lack of revitalization and market conditions has lead to the deferred maintenance of structures throughout this area. Recommendations to improve maintenance and revitalize the area are provided in the Framework and Guidelines sections.

General permitted uses are:

- Residential.
- Hotels, suite hotels.
- Parking garages.
- Moped/scooter rental as a conditional use.
- Commercial retail uses offering services or goods for sale to tourists and visitors such as gifts, souvenirs, clothes and other tourist commodities.
- Restaurants, provided that any restaurant located on a parcel abutting the Intracoastal Waterway shall have no outdoor service of food or beverage on the Intracoastal Waterway side of the parcel.
- Parking lots

Consideration should be given to additional allowable uses within the SLA to promote other commercial uses other than tourist related.

IOA – "Intracoastal Overlook Area District is established for the purpose of encouraging the preservation, maintenance and revitalization of existing structures and uses that front on the eastern Intracoastal Waterway".

While some maintenance and revitalization of existing structures has occurred, preservation has been lacking and several complete teardowns have occurred. Recommendations to improve preservation efforts and increase access to the Intracoastal Waterway are included in the Framework and Guidelines sections.

General permitted uses are:

- Residential
- Restaurants located within a residential high-rise structure or hotel provided there is no outdoor service of food or beverage.
- Freestanding restaurants permitted only in the portion of the IOA district south of Bayshore Drive
- Hotels and suite hotels.
- Motels.
- Commercial retail uses offering services or goods for sale to tourists and visitors
- Parking lots.

	IOA Intracoastal Overlook Area	PRD Planned Resort District	SBMHA South Beach Marina and Hotel Area	ABA A-1-A Beachfront Area	NBRA North Beach Residential Area	SLA Sunrise Lane District
Height (maximum)	120 ft	200ft	120 ft	200 (240 with Beach Development Permit) 35 along A-1-A	120 ft	120 ft
Site Plan Process for Residential	Allowed Level III	Allowed Level IV	Allowed Level IV	Not allowed	Allowed Level III	Allowed Level IV
Hotel	Level IV	Level IV	Level IV	Level IV	Level IV	Level IV
Maximum Density (du/ net acre)	48	48	48	Not Described in ULDR	32	48
Density (Hotel rooms/ acre)	90	Not Described in ULDR	Not Described in ULDR	Not Described in ULDR	50	90
Maximum FAR	Not Described in ULDR	6	5	4 (Beach Development Permit allows higher)	Not Described in ULDR	2 (commercial retail)
Setbacks:	*Front* - 20 *Side* - Half the height - or Development of Significant Impact *Rear* - Half the height - or Development of Significant Impact	All structures set back 20 ft from A-1-A, 20 ft from any public ROW unless it's a development of significant impact.	20 ft from A-1-A and Seabreeze Blvd, side 10ft, rear 20 ft *Side* - Half the height - minimum 10 (not abutting A-1-A or Seabreeze) *Rear* - Half the height - minimum 20 (not abutting A-1-A or Seabreeze)	All structures 20 ft from A-1-A, 20 ft from any public ROW unless it's a development of significant impact. *Side* - Half the height - minimum 10 (not abutting ROW) *Rear* - Half the height - minimum 20 (not abutting ROW)	*Front* - 20 *Side* - Half the height - or Development of Significant Impact *Rear* - Half the height - or Development of Significant Impact	*Front* - Half the height - minimum 20 or 10 or 0 *Side* - Half the height - minimum 10 or 0 *Rear* - Half the height - minimum 20 or 0
Maximum Length	200	200	200	200	200	200
Maximum Width	200	200	200	200	200	200

Central Beach Zoning Summary, City of Fort Lauderdale

NBRA – "North Beach Residential Area District is established for the purpose of encouraging the preservation, maintenance and revitalization of existing structures and uses that make up the distinct neighborhood that occurs in the center of the north beach area".

Existing code restrictions, market conditions and the canyon effect created by development along the Intracoastal Waterway and A1A have made it difficult for the preservation, maintenance and revitalization of existing structures. Recommendations to further the intent of this district are provided in the Framework and Guidelines sections.

General permitted uses are:

- Residential.
- Hotels, suite hotels.
- Motels.
- Restaurants located within a residential high rise structure or hotel provided there is no outdoor service of food or beverage.
- Accessory commercial retail uses fully confined in a building.

Consideration should be given to allow limited commercial uses within the NBRA to support the existing residential community.

The PRD, ABA, and SBMHA, which are predominantly in the south of the study area, were established to support and promote development of destination resort uses. Zoning regulations allowed smaller setbacks, as well as higher Floor Area Ratios (FAR) and building height within these districts. As the intent of these districts was to promote a resort environment along the beach, residential development is not a permitted use within the A1A Beachfront Area (ABA). As a result residential development has been concentrated in the PRD zone. The ABA district is currently under significant development pressure for condominiums marketed as hotels structured around fractional ownership where condominium owners are qualified as "transient".

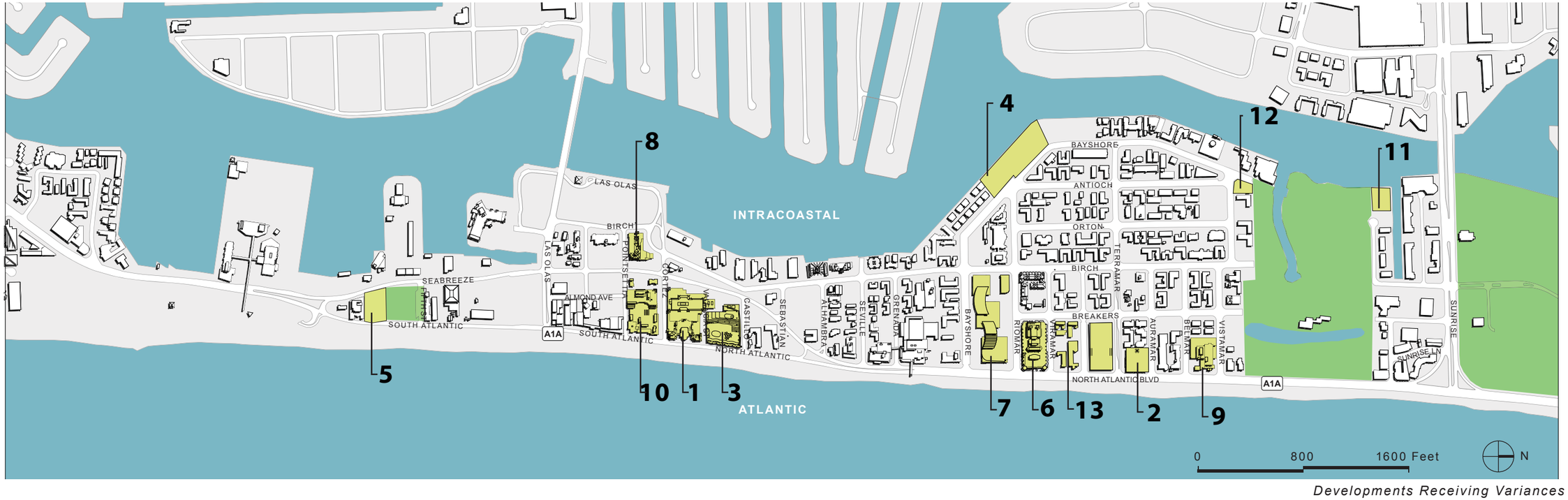
The SLA, IOA, and NBRA, which are predominantly in the north of the study area, were established for the preservation and revitalization of the existing residential neighborhoods. Building heights and setbacks are the primary method for preserving the scale and fabric of the residential neighborhoods, requiring buildings to have minimum side and rear setbacks of ½ the height of the building with a maximum height of 120'. Due to historically small parcel sizes, the impact of the regulation is that it promotes the aggregation of multiple parcels to construct buildings that maximize mass and height.

Development Bonuses

Over the last fifteen years, most of the large development projects subject to the Central Beach development regulations have requested relief from various sections of the code. The majority of variances granted were related to reductions in setbacks as shown in the table. However, multiple projects in the ABA district have applied and received variances allowing them to exceed the 200' maximum length of a single building. Some of the development modifications were received through the application of design compatibility and community character criteria.

The overall impact of these variances is the development of projects that are substantially larger than the existing fabric of the beach and adjacent neighborhoods. Adjustment to allowable bonuses achieved through the design compatibility and community character criteria for the Central Beach zoning districts may be necessary to implement the Master Plan.

		Deviations from Zoning Requirements				
		Setbacks	Parking Reduction	Maximum Length	F.A.R.	Height
1	Beach Place	■	■			
2	The Atlantic	■				
3	St. Regis	■				
4	Royal Atlantic	■				
5	Trump Las Olas	■				
6	Hilton	■		■	■	
7	W Hotel	■		■	■	
8	Jackson Tower	■				
9	The Orion			■	■	
10	Las Olas Beach Club	■	■	■	■	■
11	Le Club	■				
12	Bayshore Condo	■				
13	Ocean Wave			■	■	■



Developments Receiving Variances

Land Use Patterns

Reflecting the intent of the Central Beach Revitalization Plan, the land use pattern in the study area shows the dominant uses as lodging (hotels and motels), residential and parking. The hotels are predominantly oriented to the beach along A1A and the residential uses are predominantly located along the Intracoastal Waterway and in interior areas such as the North Beach Residential Area (NBRA).

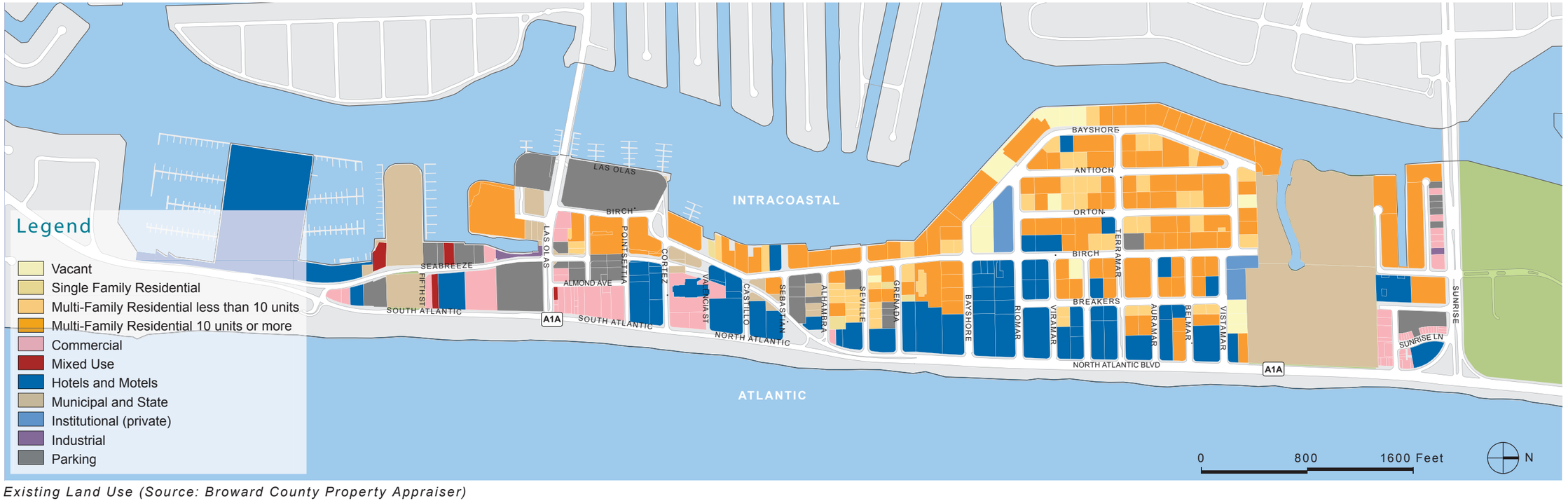
Most areas of the Central Beach are built with a single use, lacking a more complex mixed use pattern, which would lead to a more active pedestrian environment. These single use districts mean pedestrian activity is focused to certain hours of the day, rather than the more varied coming and goings of varied uses.

Since the inception of the Central Beach revitalization efforts, multiple studies indicated the need for mixed use projects to create a pedestrian oriented environment.

The significant amount of land dedicated to surface parking also diminishes pedestrian activity on sidewalks. In cities with lively pedestrian areas, there are typically multiple building entries along each block. Sometimes called the grain or texture of a city, these entries are an index of vitality, whereas, the number of surface parking lots are an index of a decline in pedestrian activity. The core of the CRA has significant surface parking causing discontinuities between uses and restricting the pedestrian environment. These lots are both privately and publicly owned and are considered to be under utilized.

Most of the hotels have ancillary restaurants and shops intended primarily for guests. These uses are often hidden within the hotels and physically separated from the public.

What is missing in this land use pattern? The Central Beach shows very little land in public parks and open space. The beach itself is a major public space, but there are few others within the fabric of the built up area, other than D.C. Alexander Park between the beach and the Swimming Hall of Fame. Retail and other mixed use as described previously, is also missing, except for limited areas near Las Olas Boulevard. Street related retail is an index of active pedestrian environments. Civic and cultural uses are also largely absent from the Central Beach, with the exception of the Bonnet House, which is a cultural and ecological landmark.



Existing Land Use (Source: Broward County Property Appraiser)

Stakeholder Interviews & Public Meetings

As part of the planning process it is necessary to understand the public perception of the beach, what is valued, what is needed and desired for the Central Beach area. The Central Beach area is an asset to the community, not only as a destination resort area, but also as a place to live, recreate, and enjoy. Residents and visitors should also take pride in this unique part of the city positioned between the ocean and the Intracoastal Waterway. To understand the values of the community the City coordinated a series of Stakeholder and public meetings.

The Stakeholder interviews represented a balanced cross section of stakeholders including:

- Residents
- Property Owners
- Business Owners
- Government Officials
- County Commissioners
- City Commissioners
- Beach Redevelopment Advisory Board

The intent of the interviews was to hear concerns, identify constraints/opportunities, and elicit desires and goals for the Central Beach area. A series of prepared questions were posed to each of the interviewees, enabling the planning team to compile responses in a consistent manner.

The questions for the stakeholders were:

- What are your impressions of the recommendations of previous planning studies?
- List three positive aspects of the Central Beach Area.
- List three negative aspects of the Central Beach Area.
- List at least five improvements that the Central Beach Area needs today
- Are there any impediments to these improvements?
- Are there enough recreational amenities for residents and tourists?
- What types of businesses are needed in the Central Beach Area?
- Identify a site in the Central Beach Area that should be developed or redeveloped? Why?
- Identify a site in the Central Beach Area that should be preserved or protected? Why?
- If you looked 20 years into the future, what would you like Fort Lauderdale Beach to look like?

Public meetings were convened throughout the master planning process. Staff presented draft materials and received comments from the public at four general public meetings and several meetings with special interest groups, such as the Sunrise Lane Business Owners and Golden Square Group.

The four public meetings were held at key milestones during the planning process. The first meeting was held on November 17, 2007. Approximately 110 people attended this meeting. The purpose of this meeting was to present assessment results, observations and gather input for the conceptual plan. The second meeting was held on January 31, 2008. Over 130 people attended this meeting. The purpose of this meeting was to present the conceptual framework for public improvements and zoning observations. The third meeting was held on June 11, 2008. Over 100 people attended this meeting. The purpose of this meeting was to present initial zoning recommendations and conceptual plans for public improvements. The fourth public meeting was held on March X, 2009. Over 100 people attended this meeting. The purpose of this meeting was to discuss the draft master plan.

Regardless of the orientation of the participant, there were a number of common threads heard throughout the process. The comments addressed general concerns as well as specific. In general the public felt that the efforts of the City were in the right direction but, pointed out that not all previous planning attempts had been fully realized. There were some who were simply against development. In general, however, there was not so much concern against development, but more importantly that variances had been allowed that were not appropriate to the intent of previous planning efforts and regulations. While recognizing the need to create an environment to support tourism, many felt the need to maintain a focus on the needs of the year-round Fort Lauderdale community.

Stakeholder Common Threads:

- Enhance Gateway's to the beach – 17th Street, Las Olas Boulevard and Sunrise Boulevard
- Improve Sunrise Lane Area – uses, parking and streetscape
- Previous plans were not fully realized
- Too many waivers were allowed for new development
- Preserve remaining views and properties in the Intracoastal Overlook Area
- Improve bike lanes and facilities
- Help property owners in North Beach Residential Area with tax breaks, development incentives, flexible building codes, parking reductions and leniency regarding a change of use
- Provide a better mix of uses – "something to do other than the beach"– with suggestions for restaurants, retail / boutique shops, cafés, coffee shops, and art galleries along pedestrian oriented streets
- Provide amenities that are attractive for both tourists and locals –more beach-related services, events, and attractions
- Extend beach renourishment southward beyond Terramar
- Parking is critical – needs to be proximate and convenient – but generally it was felt there was no shortage on typical days if you knew where to park
- Enhance access to the water – connect the beach to the Intracoastal Waterway
- Lack of usable public space on Intracoastal Waterway
- Improve the pedestrian environment – "a place to stroll other than the beach"
- Central Beach is missing public parks, green spaces, performance/cultural venues
- Need to make Bonnet House more visible and more accessible
- Some city owned parcels are underutilized
- Limit development on city parcels and create public open space.

There was a general consensus that the current planning efforts are the last chance to address enhancing the Central Beach for the future as an active, dynamic destination shared by tourists and residents alike, with ease of access, and a multitude of activities to appeal to as wide a range of users as possible.

Public Meeting, November 2007

Architectural Resources

The Central Beach has an architectural heritage that contributes to the overall character of the beach environs and represents the historical evolution of the barrier island. Buildings that contribute to this architectural heritage are from the early to the middle of the twentieth century. This period begins with the initial development by Hugh Birch and Frederick Bartlett on the northern half of the beach area. The area should be recognized as an integral resource of the beach community.

In August of 2008 the City of Fort Lauderdale Planning and Zoning Department completed its Architectural Resource Survey – Central Beach Neighborhood in an effort to document those resources that have “historical and architectural interest” in the evolution of the beach environs. The study area included the Central Beach areas extending from Holiday Drive on the south to Sunrise Boulevard on the north. The majority of the significant architectural resources were located in either the northern and southern portions of the planning study area. The core area of the Central Beach was limited in its historical architectural resources.

Within the study area were defined four specific areas: Birch Estates, Lauder-del-Mar, Harbor Drive (outside the Master Plan area), and Sunrise Lane/Northeast 9th Street Commercial Area. Architectural styles represented in the Central Beach area included: Mediterranean Revival, Tropical Art Deco, Neoclassical Revival, Moderne, Modern Vernacular, Wrightian Modern, Iconic Modernism, and Subtropical Modernism.

The figure below describes the areas evaluated and the location of architectural resources. These resources have been altered very little, have special visual merit or historical importance. Architectural Resources may qualify for local designation and may meet the National Register criteria. These resources add to the historic architectural qualities, historic associations and/or architectural values of the area.

The area with the greatest number of Architectural Resources is Birch Estates with 85% of the 120 buildings/lots evaluated as architectural resources (94) or key architectural resources (8) defining the character of the Area. Adjacent to Birch Estates is Lauder-del-Mar with key architectural resources (1) and architectural resources (32) representing 100% of the Area. Sunrise Lane Area, to the north, had key architectural resources (1) and architectural resources (22) representing 96% of the total building stock. Harbor Drive, outside the scope of this planning study, had key architectural resources (1) and architectural resources (22) representing 96% of that Area’s buildings.

The most significant concentration of architectural resources are in Birch Estates and Lauder-del-Mar. The majority of the Birch Estates Area is located in the NBRA zoning district and the Lauder-del-Mar Area is split between the IOA and ABA zoning districts.

Recommendation
Any revisions to the zoning codes for these zoning districts should consider the value of the architectural resources to the overall intent of the district and reinforce the potential for preservation and/or adaptive reuse of these resources.

Architectural Resources

Bonnet House

Manhattan Tower

Jolly Roger

Royal Saxon

Transportation / Circulation

There have been several studies related to transportation prepared over the last ten years including Fort Lauderdale Beach Transportation Study (1998), City of Fort Lauderdale Beach Moratorium Parking Study (1998), ULI Advisory Services Panel Study (2002). As a summary, these studies have in common several observations. First, the street traffic is composed of four primary user groups:

- Beach visitors
- Driving sightseers
- Through travelers
- Local residents and employees

Second. when measured, the traffic volume has been less than roadway capacity. This means that a comparison of the volume moving through these streets and intersections to the number of lanes, shows adequate capacity. However, traffic problems emerge because of the driving behavior of motorists, such as slowing for sightseeing and re-circulating, or cruising. The drawbridges at Las Olas Blvd. and Sunrise Blvd. also create problems that are expected to worsen with time.

Third, all previous transportation studies culminated in a series of traffic proposals aimed at roadway improvements and improving the pedestrian environment of the Central Beach, especially on and near Las Olas Boulevard. The primary issue appears to be how to accommodate sightseeing traffic, and how to separate sightseers and thru travelers from drivers with local destinations – beachgoers, residents and employees.

The strategy of the Hughes-Hall study (1998) was to “improve compatibility between local resident trips and sightseeing trips”, as well as thru traffic. The proposed solution relies primarily on a reconfiguration of the circulation system in the segment in which A1A southbound follows Seabreeze Boulevard. The study recommends converting Seabreeze from one-way to two-way south of Las Olas, by widening it from two to four travel lanes. This change would permit access to the Las Olas Bridge from the south via Seabreeze instead of the northbound segment of A1A (Atlantic Blvd.) which would in turn make it possible for Las Olas to be narrowed into a one-way eastbound street/pedestrian mall between Seabreeze and Atlantic.

The Hughes-Hall study also offers an alternative in which Las Olas between Seabreeze and Atlantic is closed entirely and pedestrianized. However, such a closure would not work well unless North Seabreeze were also made two-way, a fact the study does not acknowledge.

The study also recommends widening Atlantic by one lane along the length of the Southbeach municipal parking lot, which runs on A1A along the beach south of the split between Atlantic and Seabreeze. This is intended to allow thru traffic to pass on the left around the sightseers cruising slowly up the shore side.

In support of the two-way Seabreeze idea, the study also recommends that 5th Street be reversed to run eastbound. This apparently is intended to replace the turnaround lane where Seabreeze and Atlantic converge – which would also be removed when Seabreeze became two-way – allowing cars coming from the north to access properties along Atlantic south of Las Olas.

The recommendations are conceived to improve driving conditions for local and thru traffic, primarily by allowing them to bypass South Atlantic when driving north from A1A to the Las Olas Bridge. While the Hughes-Hall study makes occasional reference to pedestrian conditions and the need to improve them, there is no systematic assessment of, or weight given to, the effect of proposed roadway changes on pedestrian access to the beach or the walkability of Central Beach as a whole.

Considered together, the Hughes-Hall Study’s main recommendations constitute an increase in road width and vehicular traffic capacity through the area around Las Olas. The Study’s recommendations include:

- Adding one lane on the shore side of the municipal parking lot (approximately 350 ft. in length)
- Adding two lanes on Seabreeze south of Las Olas (approximately 2,000 ft. in length)
- Removing two or four lanes on Las Olas between Seabreeze and Atlantic (approximately 350 ft. in length)

Overall, the transportation study’s recommendations would not necessarily improve pedestrian access to the beach or create valuable walking spaces. The introduction of a pedestrian mall between Seabreeze and Atlantic should be seen in this light. Below are examples of the pedestrian impediments created by the proposed vehicular capacity improvements:

- Widening Seabreeze, although it would improve vehicular mobility by providing somewhat separate capacity for local traffic, thru traffic and sightseers, would also make the street into more of a barrier for pedestrians.
- Although narrowing or closing Las Olas between Seabreeze and Atlantic would create a pedestrian-friendly space in that segment, such a space would be well-used only if the adjacent land uses are supportive of walking and strolling.
- Widening Atlantic at the municipal parking lot gives thru traffic another lane in which to go around the sightseers. However it will also make it harder to cross the street to the beach.

These points do not necessarily invalidate the recommendations, but they should be considered in the context of goals for the study area. The Hughes-Hall recommendations represent two out of a number of potential circulation options, which also include:

- Seabreeze two-way from end to end. This would allow access to and from the Las Olas Bridge from both North and South, which in turn would permit the complete closure of Las Olas to vehicular traffic between Seabreeze and Atlantic. It would result in an imbalance of capacity between northbound and southbound (four total lanes northbound vs. two southbound), but the extra northbound capacity would be useful in accommodating sightseers along the coast.
- Both Atlantic and Seabreeze two-way from end to end. This is the approach recommended by the Urban Land Institute (see below).

The 2002 report by the Urban Land Institute’s Advisory Services Panel addresses many of the same issues as the Hughes-Hall transportation study, and refers to it as background. The main idea behind the ULI traffic recommendation is that Atlantic Blvd. should be downgraded from a regional arterial (the northbound side of A1A) to a local collector, whose main function is to provide beach access and, presumably, as a promenade for sightseers. Seabreeze would then assume the role, if not the designation, of A1A. This concept is consistent with Hughes-Hall’s observation that thru drivers, as well as residents and those with local business, do not need to drive along the coast and could be separated from sightseers. The ULI scheme, however, would in effect turn Atlantic Blvd. over to sightseers and enable them to travel in both directions instead of just northbound as is the case today.

Previous Studies Analysis

The Hughes-Hall transportation study and the ULI report move in the same general direction toward diverting auto traffic (except for sightseers) away from the coast onto Seabreeze Boulevard, allowing Atlantic Boulevard to become more of a place for viewing and accessing the beach. ULI's recommendations, however, are more explicit in addressing pedestrian needs and the distinctions between Central Beach's subdistricts. But in proposing various circulation measures, ULI raises questions that should be addressed at some level of design detail.

- Birch Street. The area in which Seabreeze and Birch run side-by side does, as ULI says, "bear witness to unfinished business." But the ULI report does not clearly indicate how the tangle of streets should be simplified.
- Las Olas between Seabreeze and Atlantic. The Hughes-Hall study gives two options for this block, narrowing the street or closing it. ULI does not mention the street's operational characteristics.

Recommendation

A concept for the street should be developed taking into account its role in the local circulation system and its relationship to future open spaces and pedestrian circulation patterns.

Street Hierarchy

Given that the City has determined that widening of Seabreeze Boulevard is not feasible due to the significant cost of right of way acquisition and the need to improve pedestrian facilities, roadway improvements resulting from the Master Plan will maintain the current lane configurations.

Recommendation

Some streets and intersections may need to be redesigned to favor pedestrian movements. For example, introducing raised or tabled intersections which facilitate pedestrian crossing, adding crosswalks at some mid-block locations, and adjusting signal timing to ease pedestrian crossing. Las Olas Boulevard is an area which should receive special attention for adjustments to enhance pedestrian use.

Existing Right-of-Way Designations

Parking

The Central Beach Area is dominated by surface parking - 2,947 parking spaces in Central Beach area today. Previous studies looked at whether the existing parking supply was sufficient and if it could be better distributed. The recommendations from those studies include:

- Move approximately 2,000 existing spaces to 'portal' facilities at the north, south and west edges of Central Beach, to be served by shuttles
- Accommodate a need for 5,279 additional spaces by 2014, based on the current Unified Land Development Regulations. (The projections were based on zoning requirements rather than actual demand.)
- Revise the City's parking requirements, including reductions for shared parking, to better align supply with demand.

The 1998 Hughes-Hall study also addresses the needs of beach visitors, the fourth user group identified at the outset. These are defined as people whose destination is the beach, most of whom would prefer to walk from proximate parking; but who could also, under the right circumstances, be shuttled from remote parking lots. Removing beach visitors from the traffic stream would improve conditions for all, so the study recommends the relocation of existing parking to 'portal' facilities at the north, south and west edges of Central Beach. These lots would need to be regularly served by shuttle buses, to make the park-and-ride alternative attractive when compared with parking adjacent to the beach. The Hughes-Hall study suggests that relocating approximately 2,000 spaces would be appropriate.

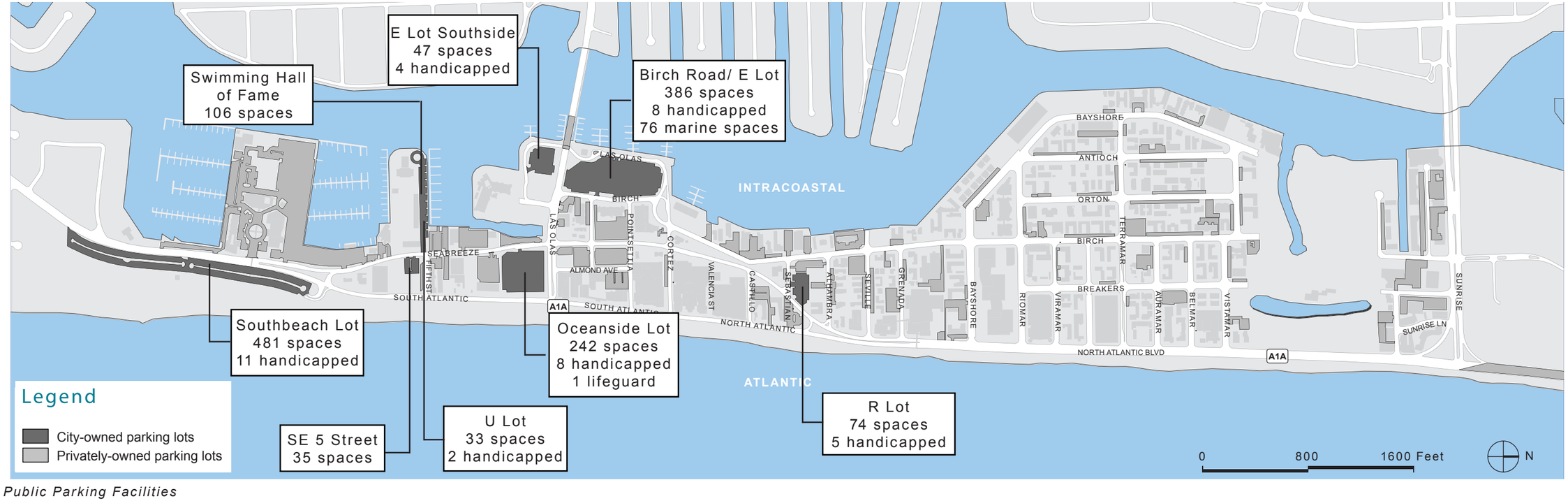
The 1998 Walker parking study endorses this concept. Walker, however, also calls for increasing the total supply of parking available for Central Beach (Walker, p.41). Walker calculates, on the basis of projected development and the City's parking requirements (Unified Land Development Regulations) that Central Beach will need a net increase of 5,279 spaces (against an existing total of 2,947) by 2014, and also points out that the Hughes-Hall idea of widening A1A past the Southbeach lot would remove existing parking.

The 2002 ULI report endorses the concept of developing portal parking facilities away from the beach, from which beachgoers and others could be shuttled. The main difference between the ULI report and the other transportation and parking studies is that ULI also recommends the removal of significant amounts of existing parking in Central Beach to make way for development. In particular, the Oceanside and Southbeach lots are specified.

Recommendations:

The wide discrepancies between the parking needs projections in the Walker study and those used by the ULI report indicate that the City's parking standards may be in need of revision which will require further analysis and beyond the scope of this study. Shared parking should be investigated as a mechanism to reduce the need for overbuilding parking. At the same time, the displacement of public parking that would result from the redevelopment or reuse of, for instance, the Birch Las Olas and Oceanside lots (as proposed by ULI) and a portion of the Southbeach lot (as proposed by Hughes-Hall) must be compensated, in either proximate or remote locations.

- Parking facilities should be integrated within the urban fabric.
- Street level commercial uses should be integrated into public parking facilities.
- Linear configuration of the land suggests a series of parking locations to serve multiple destinations along the Central Beach will be more convenient for users.
- An enhanced pedestrian environment could reduce parking demand.
- Update parking regulations to reflect changes in Central Beach character and current standards..



Public Parking Facilities

Pedestrian, Bicycle, Trolley & Water Taxi Routes

To increase mobility in the Central Beach study area alternative forms of transportation need to be considered as alternatives to the automobile. Alternative forms considered have been transit (tram), water taxi, and bicycle. These forms reduce the number of automobile trips in the study area and result in increased mobility.

Currently, A1A is the only designated bicycle route: it has limited capacity in designated 5' wide bike lanes on the northbound and southbound sides of A1A. It serves the beach communities to the north and south as well as residents within the study area. These existing bicycle routes are adjacent to traffic lanes. There are no exclusive bicycle routes that are safely outside of streets.

Recommendation

Additional routes should be explored to increase the use of bicycles as an alternative form of transportation not only along A1A but also along the Intracoastal and within the NBRA creating multiple loops.

Existing Pedestrian and Bicycle Routes

Public Realm

The “public realm” is defined as any part of the physical environment that is publicly accessible – at Central Beach, this includes the beach, the promenade and wave wall, streets, sidewalks, city-owned parcels and parking lots, parks and public spaces, the Intracoastal Waterway (ICW), and publicly accessible portions of private development. The public realm is the common thread that ties everything together, providing access, places for public gathering, and recreation. The character of the public realm, therefore, has a great deal of influence on the character of a place. For example, the Riverwalk in Downtown Fort Lauderdale represents a major investment in the public realm, shaping the way that people interact with the water and creating a sense of cohesion between private developments along its length. Similarly, the character of Las Olas Boulevard in downtown is largely defined by the dimensions of the street, sidewalks, landscape features, and building setbacks – all of which are consistent elements of the public realm that help to define it as a district.

Central Beach lacks the same sense of cohesion evident in these other areas of the City. There are a number of positive moments in the public realm at the Central Beach that should be reinforced. At the same time, there are missed opportunities that could be a more integral part of the urban fabric of Central Beach. And, finally, there are several places where the public realm is discontinuous, interrupting access, view corridors, and disrupting the overall consistency of the built environment.

As evidenced by the success of the wave wall and promenade, and numerous improvements to traffic and pedestrian circulation, continued investment in the public realm throughout Central Beach will help to complete its evolution to an active, dynamic destination with expanded access and views to the ocean and Intracoastal Waterway.

Promenade / Wave Wall

South Beach

Intracoastal Waterway

DC Alexander Park

Positive Moments in the Public Realm

There are a number of unique places within Central Beach that help to define its character. Examples include the beach itself, the promenade and wave wall, newer portions along the west side of A1A, and pieces of the Intracoastal that are publicly accessible. These are just a few examples, but they represent some of the greatest opportunities in terms of building and expanding a framework around them.

South Beach – The issue is how to further improve the beach so that it is an amenity for both tourists and locals. This includes improving and/or adding restrooms, improving access to parking and pedestrian connectivity.

Western edge of A1A – The setback requirements adopted in 1997 have resulted in a much better pedestrian environment along A1A's western edge, making it feel less like a highway and more like a pedestrian street, particularly where A1A is limited to northbound traffic only. In the newer projects that include the new 20' setback requirement, the sidewalk has been widened to allow for more activity, outdoor dining, and more planting to separate cars and pedestrians.

Positive Moments

Intracoastal Waterway edge – Given the abundance of boating in Fort Lauderdale, the Inracoastal Waterway is an important part of the public realm throughout the City. It is somewhat surprising, then, that access to the Intracoastal Waterway (both physical and visual) is limited to just a few places within Central Beach. Where this does occur, views to the Intracoastal Waterway, residential neighborhoods to the west, and the City beyond create an attractive setting for strolling, fishing, or simply relaxing and enjoying the view.

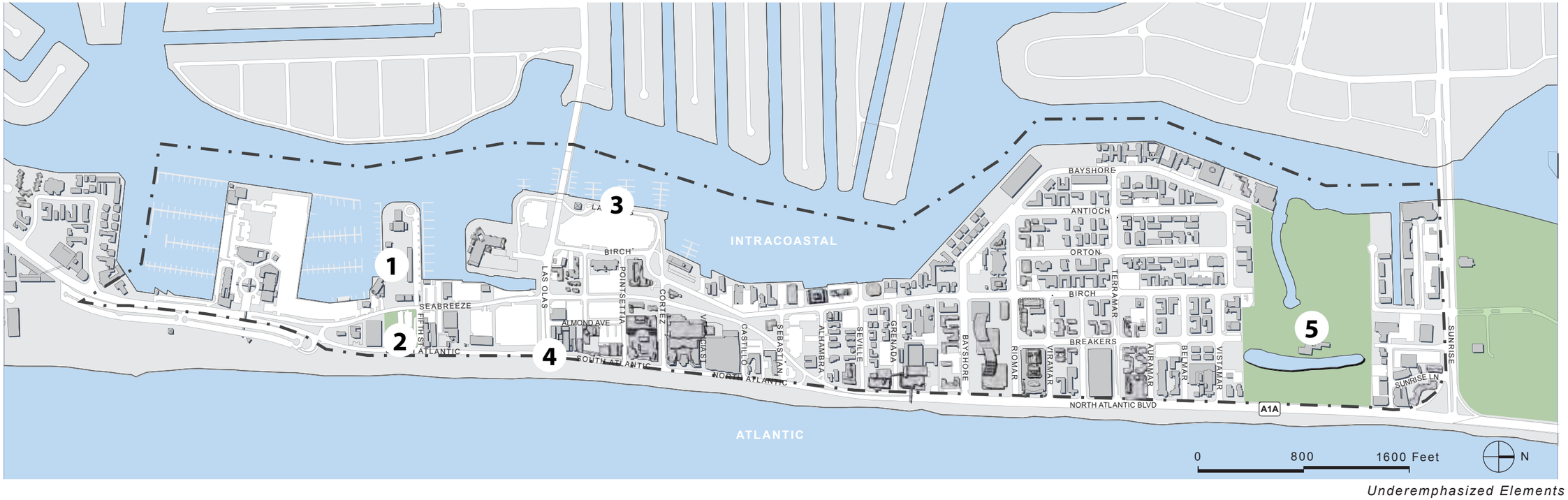
Wave Wall and Promenade – This public investment has transformed the character of the eastern edge of A1A from automobile-dominated to a pedestrian zone. It also illustrates the importance of maintaining consistency within the public realm, uniting several different districts within Central Beach.

Underemphasized Elements of the Public Realm

While there are several key moments in the public realm that are quite visible (such as the wave wall) there are an equal number of potentially positive moments that are simply underemphasized. These are places that already exist, but lack vital connections to the rest of Central Beach that would make them more successful. These include:

International Swimming Hall of Fame – The Swimming Hall of Fame is a major destination in Central Beach, but its primary audience is mostly competitive swimmers. Though the general public may not wish to use the pools or diving platforms themselves, the facilities and the activities hosted there are impressive to visitors. Unfortunately, the Hall of Fame is not visibly accessible for passers-by, so many visitors to Central Beach do not appreciate the value of this amenity.

DC Alexander Park – This key public parcel sits at the hinge point between the Swimming Hall of Fame and the beach – two very active, public uses – yet it is devoid of any meaningful activity. There are several reasons for this. First, there is no focal point or organization to the park: it is a simple lawn with trees, and does not offer places to sit, paths to stroll, or space for recreation. Second, pedestrian connections to and from the park are not emphasized, so it lacks a true relationship with either the beach to the east or the Hall of Fame to the west. The park is also separated from adjacent retail to the north by 5th Avenue. To the south is a future redevelopment site. The potential exists for the park to be programmed with events and designed as an active destination. It can also build on the energy created by active uses on all four sides.



Underemphasized Elements

Intracoastal Waterway Edge – While public access to the Intracoastal Waterway exists at some points, it is limited and discontinuous even at the edges of city-owned parcels. This is particularly evident at the Swimming Hall of Fame, where a tall hedge blocks access to the Intracoastal Waterway, and at Bahia Mar, where pedestrian activity is quite limited. In addition, control points to private piers occur along the Intracoastal Waterway rather than on the piers themselves, blocking access along the edge of the water.

Las Olas Gateway – A major access point to Central Beach from downtown occurs along Las Olas Boulevard. After reaching the crest of the bridge, a potentially interesting view corridor begins to open along Las Olas, through the public parking lot, and to the beach and ocean beyond. Currently, the view is toward a surface parking lot. This site could become a more active public space creating a gateway, landmark and gathering place on the beach.

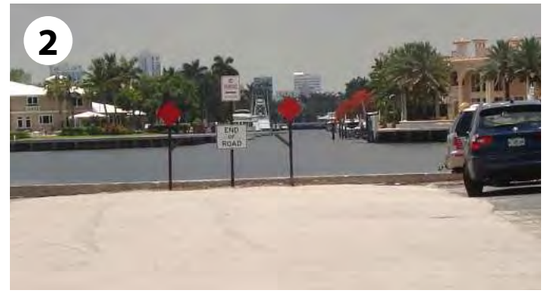
Bonnet House – While the Bonnet House is not public property, it is a major amenity for Central Beach. It is the only piece remnant of the original barrier island landscape that remains within the Study Area. The opportunity exists to better connect the public realm to Bonnet House, which would enhance its presence and visibility.

Discontinuities in the Public Realm

The greatest challenge and opportunity in improving the public realm at Central Beach will be creating a greater sense of cohesion between different districts and destinations. Today, the only elements that tie everything together west of the beach and wave wall are the existing roads. While there have been some pedestrian improvements (such as the A1A / Seabreeze one-way pair and the east-west "people" streets in the North Beach Residential Area), most of the roads in Central Beach are automobile dominated and do not encourage pedestrian and bicycle traffic. As a result, one could not imagine walking or riding a bike for any considerable distance anywhere other than the beach.

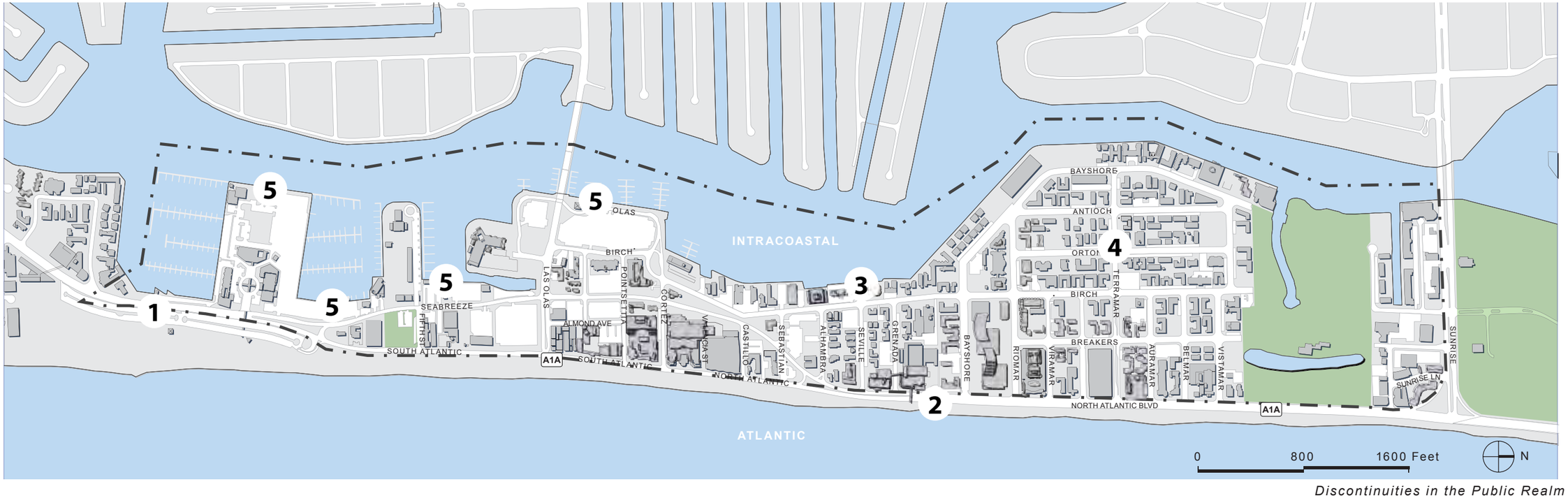
By comparison, one could easily imagine a 10-minute walk along Las Olas Boulevard downtown, but nobody would walk the same distance at Central Beach, from the Hall of Fame to Sebastian Street. This is due to the number of discontinuities that occur within the public realm at Central Beach. Some examples include:

A1A at South Beach – South Beach is one of the most visited sections of Central Beach, since it is the place that is most frequented by locals. Somewhat ironically, this is also the place that is physically separate from the rest of Central Beach. The section of A1A is very wide in this location, and existing parking lots add to the amount of pavement separating the beach from Bahia Mar and the Swimming Hall of Fame. At the same time, this is the narrowest part of the barrier island, where a connection between the beach and ICW would make the most sense.



Roads terminating in the ICW – Several roads end abruptly at the edge of the Intracoastal waterway, creating an uninviting view on prime waterfront. Nonetheless, these roads, Sebastian and Seville Streets, do provide an interesting opportunity. Today, these roads terminate rather unceremoniously with an "End of Road" sign and a guard rail.

Recommendation
Pedestrian access to the ICW and/or water taxi stops at these locations are alternatives that should be explored.



Discontinuities in the Public Realm

North Beach Residential Area (NBRA) – There are two major issues regarding parking in the NBRA. It significantly impacts what should be a lively pedestrian environment, filled with people walking between the large number of small hotels and the beach. First, there is not enough off-street parking available, so all of the streets have on-street parking. Second, because of out-dated parking regulations related to loitering and cruising, on-street parking is not allowed in the evenings, forcing hotel owners to add a second layer of parking within their property lines. As a result, the streets are overly wide and sidewalks frequently traverse between parking areas.

Western Edge of A1A – Previous planning regulations did not require a large enough setback from the road to provide adequate space for pedestrians along the western side of A1A. In many places, existing projects have walls, fences, or tall hedges on the property line, pushing pedestrian traffic right to the edge of A1A. To make things more difficult, signage, light standards, and other utilitarian fixtures are frequently located in the sidewalk in these areas. While new setback requirements along A1A have resulted in projects that have significantly improved the pedestrian environment, the discontinuities created by the older projects have become even more visible, particularly when they are adjacent to sites redeveloped to new standards.

Discontinuity in Intracoastal Waterway Access – Pedestrian access along the Intracoastal Waterway is interrupted by private development and other impediments at numerous locations. These barriers prohibit pedestrian access and they present regulatory barriers to future public access along a coninuous promenade.

Episodic Nature of the Public Realm

Historically, Central Beach hosted two major events every year: the Air and Sea Show, and the International Boat Show. During these events, the character of Central Beach is transformed; the existing public realm supports the events fairly well. However, the episodic nature of these events means that there are few sustained benefits over the course of the year to the Central Beach. There is a need for public spaces that can support more frequent, smaller events that could enhance the economy and environment of Central Beach throughout the year. These could include public plazas, performance venues, and areas for outdoor recreation. This could also be coupled with a parking strategy that takes cars off the streets and encourages more pedestrian movement between destinations.

Boat show

Air show

Economic Market Summary

A key element of the master plan for Central Beach was to examine market potentials for a range of land uses to understand the degree to which the real estate market will support these uses, outline timing and phasing, and to identify appropriate roles for the City and/or other public agencies (such as the CRA) related to implementation and regulatory strategies to ensure that the plan is successful. As such, a real estate market analysis was prepared as a means of testing market demand for various uses on Central Beach. This analysis built upon the demographic and economic profile and evaluation of market conditions (by use) that were previously completed (see Appendix). Market potentials were estimated for the following:

- Market-rate, for-sale condominiums and market-rate rental apartments
- Visitor-related uses such as hotel/lodging
- Workplace uses such as speculative office and medical office space
- Supporting services such as convenience and destination retail

Summary of Key Findings

The strongest market opportunities for Central Beach over the next five to 10 years are likely to be tied to recent and emerging development patterns in lodging and hotel-condominium uses, as evidenced by current and planned projects such as the W, Hilton and Trump hotels. New hotel rooms and hotel-condominium rooms/units are expected to increase the number of overnight visitors to Central Beach. In turn, higher overnight visitation may enhance market opportunities for new retail and restaurants. However, the extent to which the number of retailer and restaurants on Central Beach expands will also be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like.

In addition, the market analysis suggests limited opportunities exist for other, supporting uses such as for-sale and rental residential and speculative office space. The degree to which these uses are viable will depend on multiple factors, including near-term recovery of the weakened housing market across South Florida and continued job growth in sectors that fuel demand for professional office space. Above all, market opportunities will also be tied to commitments by the City to undertake specific public realm improvements as identified in the plan. These improvements will be critical in leveraging subsequent private-sector investment in specific uses—even more so over the near-term as economic and market conditions remain significantly weakened.

Speculative Office—35,000 to 45,000 sq. ft., would be considered a minor, supporting use. Office space should be oriented to professional services office tenants that desire a Central Beach address and proximity to the beach lifestyle. Potential locations include the second-floor above street-level retail, such as Las Olas Boulevard and/or in free-standing locations providing amenities such as water views (similar to 515 Seabreeze Boulevard). Adjacent/proximate parking will be necessary.

New Housing—market opportunities for 500 to 800 units of new housing—both for-sale and high-quality rental—will be largely determined by near-term recovery of the local/regional housing market in South Florida.

In addition, site characteristics—particularly land costs—will drive market response to the type and price of new housing. For example, the downturn in for-sale condominium product is fueling greater interest in multifamily rental. However, land costs in specific locations of Central Beach will determine whether multi-family rental units will be financially feasible in the near-term. Also, amenities such as water views and structured onsite parking are more critical for mid- and high-rise construction than they might be for low-rise, infill townhouses similar to Marbella. Thus, depending on location, new housing on Central Beach is likely to be a combination of form and density.

Resort Hotel & Hotel/Lodging—market opportunities appear strongest for this use because of high occupancy factors and significant growth in the domestic and international visitor market over the past 10 years. The analysis suggests that 225 to 300 resort hotel rooms and 450 to 1,000 hotel rooms are market supportable over the next 10 years. Opportunities are predicated on continued growth (albeit at lower rates than in the past) in the number of visitors to Greater Fort Lauderdale. These two categories are distinguished by a greater number of amenities in resort hotel product whereas regular hotel rooms can be located in varying properties ranging from limited-service to business-class to luxury depending on the hotel operator/flag.

General Retail & Restaurants—as noted, market opportunities for supporting retail and food and beverage uses will be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like. Despite estimates of 3.5 to 4.0 million annual visitors to the beach (including overnight and day-trippers), there is surprisingly very little retail inventory on Central Beach (only 142,000 sq. ft., of which 96,000 sq. ft. is located in Beach Place). Thus, visitors represent a key market of overall demand for general retail and restaurants. Market opportunities for general retail and restaurant uses are estimated at roughly 60,000 to 100,000 sq. ft. over the next 10 years, with the largest share of opportunity captured by food and beverage uses. Notably, however, creation of a dining district will require a cluster of operators (minimum of 10 to 12) offering a range of menu concepts, including family-style sit-down, fast food, casual beach style, and specialty take-out. These uses will require adequate on-site and nearby parking and should be clustered in specific locations to maximize overall marketability and in particular blocks/intersections with the greatest concentrations of potential customer traffic, such as Las Olas and Almond. Locations adjacent to public gathering places—such as the Las Olas Gateway and/or Intracoastal Waterway parcels—will be most marketable.

Central Beach Thematic Districts

As has been discussed earlier in this report, there are numerous opportunities to improve the physical environment within the Study Area. The challenge is to be selective about which opportunities will be a catalyst to provide the greatest return on investment for the City. Those areas of the public realm that have the greatest potential to reinforce connections between the "positive moments" are as follows:

- Improved public access along the Intracoastal Waterway from Bahia Mar to Birch Street/Las Olas north parking area.
- Strategically located city-owned parcels with existing surface parking that can be consolidated into garages to create opportunities for additional public open spaces and other public amenities
- Existing east-west streets that can become more pedestrian oriented to improve access between the ICW and the Beach
- North-south pedestrian connections other than the beach and promenade, including the Intracoastal promenade

The location and character of future private development at Central Beach will be influenced by public investment in these opportunities, as evidenced by public improvements made in the past and the development that followed. The City has the opportunity to further define the shape and form of private development by establishing more descriptive development guidelines for each district as part of this current planning effort.

The ULI study identified the boundaries of each district by drawing a circle illustrating a 5-minute walk circle from the center of activity for each. The concept is that each district would be a vibrant pedestrian zone and that future improvements should focus on opportunities to support this goal within each district.

Many of the previous planning studies conducted for Central Beach since the 1980's have established their own system of districts and sub-districts for organizing ideas for future improvement. Of all these studies, the 2002 ULI Study's methodology of identifying zones of opportunity around a series of thematic districts is most consistent with the direction identified for this planning effort.

5 Minutes Walk

Based on the natural features and land use characteristics there are five distinct districts. The districts can be defined by their geographic position in the overall Central Beach. The districts are similar to those proposed by the ULI in 2002 but land use characterisics have evolved and multiple new projects are being considered. Sasaki recommends definition of the districts as:

- South Beach Marina District
- Central Beach Entertainment District
- Mid-Beach District
- North Beach Neighborhood District
- Sunrise Lane District

As part of the current planning effort, Sasaki has revisited these thematic districts to uncover the potential opportunities within each, highlighting those that are in support of the overall concept for the Central Beach. In the following pages, the opportunities for each district are discussed in more detail.

The goal is to reinforce the character of each district while reflecting the principles behind the framework plan for all of Central Beach.

Birch Road in the Mid Beach District

Swimming Hall of Fame/ Marina in South Beach Marina District

Oceanside Parking Lot In the Central Beach District

Central Beach Districts

South Beach Marina District

The primary opportunities in the South Beach Marina District are to improve D.C. Alexander Park and create a new pedestrian edge along the Intracoastal Waterway at Bahia Mar and the Swimming Hall of Fame.

D.C. Alexander Park is not well used today. It is lawn and trees with little program to attract users to this park. This is a good opportunity to create an active public space that is a focus to the South Beach Marina District and a link between the beach and the Swimming Hall of Fame.

The Swimming Hall of Fame site does not effectively engage the Intracoastal Waterway. A planted green edge could be part of a larger network of paths and pedestrian spaces along the Intracoastal Waterway extending northward along Seabreeze and Birch Road. These improvements to the edge along the Intracoastal Waterway should be part of the overall improvements to the Hall of Fame site to make it conform to contemporary standards for competitive swimming.

Other opportunities in the South Beach Marina District are to enhance existing attractions and to better connect South Beach to the other districts in Central Beach. South Beach is a major destination, especially for locals who value the wider beach, and its amenities, as well as, convenient parking. Based on stakeholder input and our own observations, the existing beach facilities can be upgraded and additional amenities brought to this part of Central Beach.

Pedestrians walking from the South Beach Marina District to restaurants and other destinations beyond the district, confront significant barriers with multiple lanes of fast moving traffic on A1A and Seabreeze. Pedestrian crossings should be added and/or modified to favor pedestrians, This should be targeted for improving the crossing to Bahia Mar to connect to the proposed Intracoastal Waterway Promenade. Sidewalk space along A1A and Seabreeze is typically narrow and close to fast moving vehicles. These sidewalks should be widened and upgraded over time for safety and to encourage walking between destinations on Central Beach.

The overall attractiveness of this district could be enhanced by additional planting and screening along A1A where it parallels the surface parking lot serving South Beach. Additional planting along widened sidewalks will help buffer traffic and also shade pedestrian routes to hotels, restaurants, and other destinations at Central Beach.

Recommended Public Realm Improvements:

- Create a ‘green’ edge and pedestrian path along the Intracoastal Waterway including Bahia Mar and the Swimming Hall of Fame.
- Improve Swimming Hall of Fame and Alexander Park as a connection to the beach.
- Add more amenities at South Beach such as restrooms, play areas, event spaces, snack bar, chair/umbrella rentals, and other beach services.
- Add and improve pedestrian crossings on A1A and Seabreeze from marina area to the beach.
- Widen sidewalks on A1A and Seabreeze, add planting, and shade with street trees.
- Add planting to screen the existing beach parking along A1A.
- Improve pedestrian walk from Las Olas to Swimming Hall of Fame.

South Beach Marina Opportunities

Central Beach Entertainment District

The Central Beach Entertainment District contains the highest concentration of of shops, restaurants and nightlife in the Central Beach Area. Currently, most of the the tourists and residents gather at the inrtersection of Las Olas and A1A from Las Olas to Castillo Street.

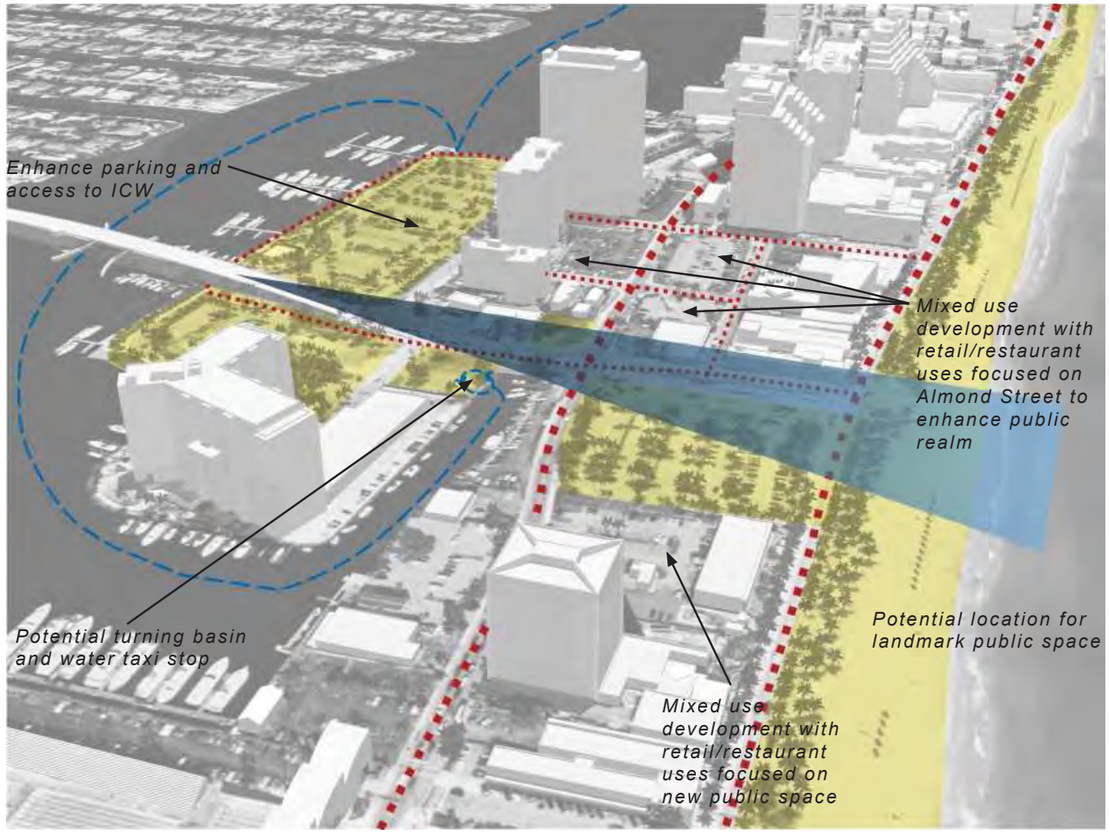
This District, centered on Las Olas Boulevard, offers the most significant opportunity for change and expansion of entertainment uses. The City owns several key parcels in this area, currently used as surface lots, that could be redesigned to provide more parking in garages, while also making major new public spaces and other amenities. There could be a new focus and gathering space for the Central Beach at the end of Las Olas Boulevard, and extending west to the Intracoastal Waterway, all on city owned property. These new public spaces will attract greater private investment in adjacent privately-owned parcels, which could spark the creation of an "urban beach village" that has been envisioned in this district for over 20 years. A pedestrian oriented district built around new public spaces at the beach is the natural complement and anchor to the downtown restaurant and retail district on Las Olas Boulevard.

Key to making this transformation is the reconfiguration of the Oceanside Parking Lot. A rather ordinary surface parking lot is at a strategic location. It has the potential to become a landmark public space at the confluence of the beach, Las Olas Boulevard, and A1A. Pedestrian connections could extend westward to the channel of water, just west of Seabreeze. This channel could be expanded as a second focus of pedestrian activity with boardwalks, a new turning basin, and water taxi stop to complement the existing charter boats at this location.

The city owned parcels along the Intracoastal Waterway are currently parking lots. These lots also could be redesigned to provide more parking in a garage, while also making major new public green spaces and other amenities. New waterside walks and planting along the ICW could be part of a larger pedestrian network linking the beach, Intracoastal Waterway, and districts of the Central Beach.

Recommended Public Realm Enhancements

- Redesign the existing Oceanside Parking Lot to provide more parking and create a new landmark public space as the focus of the Central Beach
- Examine the potential to add a boardwalk, water taxi stop and turning basin in the channel, parallel to Seabreeze and south of Las Olas Boulevard.
- Enhance parking, add green park space and pedestrian walks along the Intracoastal Waterway at the existing Birch/Intracoastal Parking Lots.
- Extend pedestrian walks and sight lines from the beach to the Intracoastal Waterway.
- Tie pedestrian improvements into the proposed Birch Road pedestrian improvements and Intracoastal Waterway Promenade.



Central Beach Opportunities

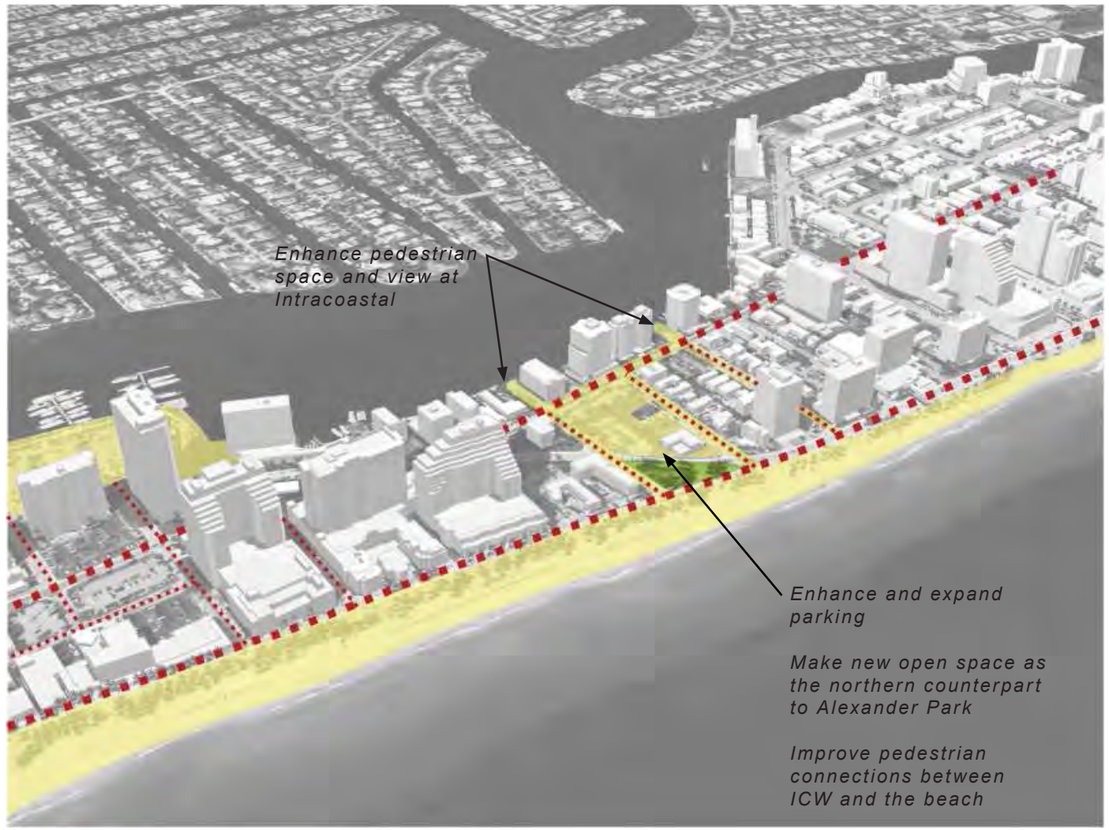
Mid-Beach District

Most of the Mid-Beach District is developed or committed to redevelopment. The principle opportunity remaining in this district is at the Alhambra Parking Lot and adjacent areas between the beach and the Intracoastal Waterway. In this location, there is an opportunity to create a northern counterpart to D.C. Alexander Park as a focus to the district. The Alhambra lot is in a gateway location to the south at the convergence of Seabreeze and A1A. The Alhambra Lot is positioned at the split between Seabreeze and A1A, forming the northern gateway to the most active section of Central Beach.

There is the potential to consolidate, improve, and add to the existing public parking supply with structured parking. In addition, there is an opportunity to create a more attractive and usable public space that connects from the beach along Sebastian Street to the Intracoastal Waterway.

Recommended Public Realm Enhancements

- Consolidate and add structured parking on the site of the Alhambra city parking lot, relocate ADA beach parking in the lower level of the garage.
- Create a new public space at the gateway where A1A and Seabreeze split
- Enhance pedestrian space and view to the Intracoastal Waterway at the western end of Sebastian Street
- Consider moving existing water taxi stop at Seville to Sebastian
- Improve pedestrian environment with new sidewalks, lighting, and street trees along other east west streets between Intracoastal Waterway and the beach
- Improve the pedestrian environment on the west side of A1A e.g. relationship of the sidewalk to private development by minimizing vertical separation.



Mid-Beach

North Beach Neighborhood District

There are no city-owned parcels within the North Beach Neighborhood District. As a result opportunities for improvement in the public realm are limited to the rights-of-ways of existing streets. However, there is support from the private sector for two ideas that could significantly change this district. Stakeholders have suggested that Breakers Avenue could become the focus for future retail and restaurant uses to complement the growing number of hotels that are being developed along the beachfront.

The concept is to make a pedestrian oriented street lined with retail and restaurants in new and renovated buildings. This retail street would begin at the W Hotel to the south and extend to the Bonnet House site. The Bonnet House has expressed an interest in re-opening the historic gate on the southern edge of the property, which once provided pedestrian entry to the property to create better access for visitors from the south, particularly the beachfront hotels. This gate, at the terminus of Breakers Avenue, could reinforce this street as a pedestrian destination.

This idea has potential for several reasons. From a market perspective, retail uses would be more successful on a two-sided street such as Breakers, as opposed to one sided A1A. Secondly, activating Breakers as a pedestrian destination would encourage existing and future projects along A1A to create more active edges to the west toward Breakers Avenue and the architecturally significant North Beach neighborhood. Some of the projects recently completed tend to be more focused on the beach, rather than the neighborhood to the west. Finally, introducing retail uses with cafés and galleries would bring additional pedestrian activity to this part of the Central Beach that is currently lacking.

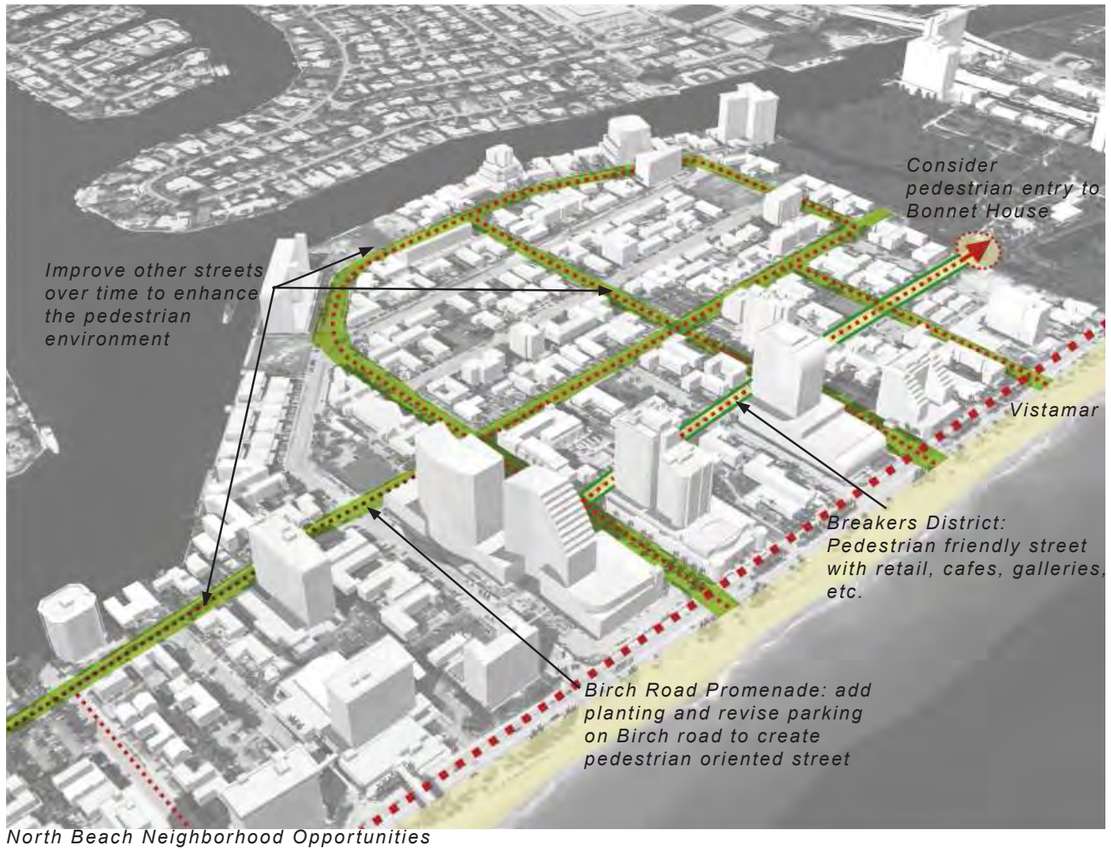
Another important opportunity in this district is the vast amount of paving within the district as a result of wide rights of way and parking in the front yards. This is most obvious along along Birch Road. It could be a far more attractive planted street with pedestrian paths, central to the district. There is space available to accommodate vehicular movements, parking, bicycles, and more importantly, create a better pedestrian environment with new walks and planting. While constrained by the existing parking configuration, there is an opportunity to reorganize this street to better balance automobile, bicycle, and pedestrian traffic movements.

Recommended Public Realm Enhancements

- Make Breakers Avenue a retail/restaurant street from the W Hotel to the Bonnet property
- Make a new entry to the Bonnet House at the north end of Breakers Avenue
- Redesign Birch Road to accommodate parking, bicycles, pedestrians, in a planted streetscape
- Continue improving streets over time to enhance overall the pedestrian environment
- Sidewalk improvements in front of Bonnet House

Birch Road and Intracoastal Waterway **Promenade**

A major unifying concept that has emerged from the current planning process is the idea of a new pedestrian and bicycle corridor through the Central Beach study area. While the existing beachfront promenade and wavewall provide an attractive and vibrant interface between the beach and the city, it does not reach into the various districts. Several stakeholders raised the idea of new paths that could be an extension of the promenade, bringing people from the beach into the various districts. Stakeholders also noted that the Birch Road corridor is underutilized and uninviting, and that city-owned parcels along the Intracoastal Waterway do not provide enough public access to the water. So, the recommended concept is to use Birch Road and the Intracoastal edge of city-owned parcels to create the new pedestrian and bicycle loop to make a major new pedestrian way as a complement to the beach promenade.



North Beach Neighborhood Opportunities

The new path system begins at the north at the intersection of Vistamar and A1A. This location represents a significant threshold to the Central Beach area, being just south of the Bonnet House. The signage for the new path could relate to the idea of a gateway to the beach and the city, and the treatment of the pedestrian crossing connecting to the beachfront promenade should be prominent like other crossings along A1A.

The path continues west along Vistamar, then south along Birch Road. The section of ROW of Birch Road in the NBRA is particularly wide, and the amount of pavement dedicated to vehicular traffic could be reduced to allow for dedicated pedestrian paths and bicycle lanes within the existing right-of-way. Moving south along Birch, the path crosses a key intersection at Sebastian Street, which terminates at the water along the Intracoastal Waterway. This is also the location where the city-owned Alhambra parking lot represents potential redevelopment for additional parking, open space, and possibly other uses. An east-west connection between the Intracoastal Waterway and the beach could be enhanced in this location, reinforced by an improved and redeveloped Alhambra site.

The Birch Road section of the path extends to Cortez Street, where it turns west towards

the Intracoastal Waterway to engage another city-owned parcel, the Birch/Intracoastal parking lot. At this point, the path follows the Intracoastal Waterway, along the private marinas. There should be a single location for a public access to a secure pier parallel to the shoreline, to preserve public access along the waters edge.

After going under the Las Olas bridge, the path would turn east towards the ocean, moving along Las Olas to Seabreeze. The path again follows the water's edge, around both the International Swimming Hall of Fame and Bahia Mar. The path then reconnects to the existing promenade just south of Bahia Mar, creating a new pedestrian portal to South Beach.

The benefits of the Birch Road and Intracoastal Promenades include:

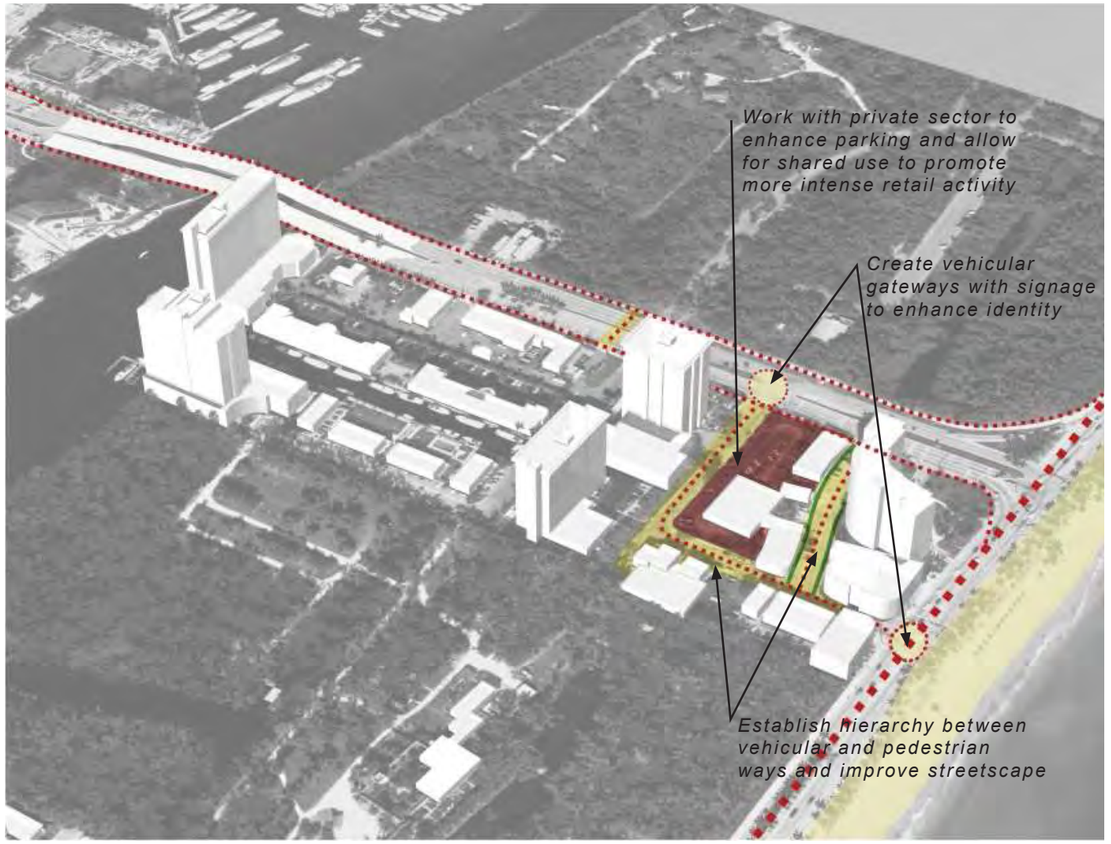
- Creates a walking/biking circuit to complement A1A
- Varies the pedestrian experience, is distinctly different from Wave Wall and Beach Promenade
- Located almost entirely on public land
- Like the Wave Wall and Beach Promenade, is a catalyst for future private investment away from the beachfront where little investment has occurred.

Sunrise Lane District

The Sunrise Lane District has changed little since planning for the Central Beach began in the mid-1980's. The fragmented ownership of small parcels makes large scale redevelopment difficult. It is an opportunity for small scale rehabilitation and preservation of the historical character. The City's parking requirement for each retail use further discourages change. New retail uses require more parking than currently provided on these small constrained sites. As a result, the existing tattoo parlors, bars, and restaurants remain non-conforming from an earlier era of the Central Beach.

Most stakeholders suggested that the district needs economic revitalization and aesthetic improvements. Some stakeholders think there should be a place at the Central Beach for such a diversity of retail uses and recommended upgrading the visual appearance of the streets and retail buildings.

Recently, the Holiday Inn has been closed for renovations to make the property a more upscale resort hotel. A new parking structure will be added west of Sunrise Lane to support the hotel. The opportunity exists, therefore, to rethink the parking requirements for other parcels in the Sunrise Lane area, since the hotel and its guests will provide a captive audience who will already have parked. Reduced parking requirements and/or the aggregation of several parcels could allow change to take place in the district, perhaps attracting new retail tenants to the mix. Some of the new retail tenants could be oriented to the hotel market, both the nearby Holiday Inn Fort Lauderdale Beach Hotel, as well as hotels to the south of the Bonnet House, which are within walking distance of Sunrise Lane.



Sunrise Lane Opportunities

Recommended Public Realm Enhancements

- Improve the Sunrise Lane streetscape including storefronts, sidewalks, parking, planting and lighting.
- Create vehicular gateways with signage to enhance identity.
- Adjust the city parking requirements, recognize shared parking zones, and allow more flexibility for new uses.
- Improve pedestrian connections along A1A south to existing hotels.
- Introduce new pedestrian entry into Bonnet House from Breakers Avenue.
- Add signage for Bonnet House entry.
- Create a focus for the district in the streetscape as an iconic element for the Sunrise Lane District.
- Enhance pedestrian crossing to Birch State Park.
- Add a beach entry feature on Sunrise Boulevard after the bridge.

Assessment:

2

Central Beach Framework Plan

The intent of the Central Beach Framework Plan is to direct development to enhance the existing resources and reinforce the public initiatives of investment in the public realm.

The vision for the revitalization of the Central Beach in the 1980s was to establish a destination resort environment as the focus for the overall Beach environs. Since then studies have reinforced the need to create and maintain a pedestrian friendly environment to help make the Beach a walkable destination resort environment. While components have been initiated by the City, most specifically on the beach side with the introduction of the Promenade and Wave Wall, there is a clear need to expand upon the efforts to extend the value of the beach westward into the individual districts and take advantage of the ICW as a complimentary asset.

As noted in the assessment there are significant opportunities within the Central Beach, on publically controlled land, to impact the overall beach experience. The City of Fort Lauderdale recognizes the significance of these parcels to the beach environs. Concurrently, there are proposals for revitalizing significant public facilities along the Intracoastal Waterway, such as the Swimming Hall of Fame and Bahia Mar Marina. These are strategic opportunities that can be utilized to meet stakeholders desires and reinforce pedestrian access to the Intracoastal Waterway.

Improvements within the public realm can contribute significantly to enhancing the pedestrian environment including street improvements, new public gathering spaces, new community facilities, and enhanced connectivity at Central Beach. These investments in the public realm will create value in sites that are not directly on the beach and be a catalyst for private investment that capitalizes on proximity to the Intracoastal Waterway.

Elements identified to enhance the Central Beach experience include:

- Streetscapes
- Public Gathering Spaces / Parks
- Community Facilities / Resources
- Circulation / Connectivity
- Central Beach Wayfinding System

Separately, these elements contribute to the immediate district within which they are located, collectively they contribute to the creation of an overall experience that enhances the Central Beach for both tourists and residents.

Streetscapes

The most significant unifying element of the public realm is the design of the streetscape. Streetscapes contribute to the overall perception and experience of the area, for the motorist and the pedestrian. They can facilitate movement by minimizing impediments, ameliorate environmental conditions through shading elements, create interest with variety of experiences, and unify a district through consistency in design elements. The primary intent of the framework plan is to enhance the pedestrian experience.

The Framework Plan builds upon previous City initiatives to improve the streetscape at the pedestrian level. Previous initiatives completed by the City focused on the pedestrian environment to stimulate revitalization of the beachfront. These efforts included the Beachfront Promenade and the People Streets Guidelines within the the PRD and the ABA zoning districts as well as the Streetscape Master Plan completed in 2002, but not yet implemented.

The goal of the Framework Plan is to extend streetscape improvements from the beach to the Intracoastal Waterway to establish identity within the individual districts and continuity throughout the Central Beach. To meet the goal, streetscape improvements identified are:

- Birch Road Improvements
- Neighborhood Street Improvements
- Breakers Avenue
- Almond Avenue
- Sunrise Lane
- A1A

People Streets

People Streets are defined by the City in Section 47-12.4.B of the Unified Land Development Regulations as:

"Street Treatment. There are hereby identified streets within the Central Beach Area which are currently accommodating, or intended to accommodate, intensive pedestrian traffic, or which serve as major pedestrian streets, or major gateways into the Central Beach Area and which will, therefore, require development on said streets to accommodate said pedestrian and vehicular usage aesthetic considerations."

Recommendations

1. Define more specifically the requirements for development abutting People Streets to encourage intensive pedestrian activity, i.e., require "active" uses, such as retail, commercial, or residential, along 50% of the frontage vs. "fenestration on a minimum of fifty (50) percent of the facade of the first floor of habitable space".
2. Expand requirements to include areas of "People Spaces" to activate edges of significant public improvements, i.e., Las Olas Gateway Plaza (Oceanside lot), DC Alexander Park, and Almond Street.
3. Create incentives with zoning regulations, i.e., bonuses for "Street Level" uses on People Streets.

Framework Plan - Walkable Environment

Birch Road

Streetscape improvements on Birch Road are critical to revitalizing the North Beach Neighborhood District. Birch Road is the main vehicular and pedestrian north/south spine, , serving the district. Reducing the amount of pavement with a clear delineation for pedestrian movement along with new planting would bring an appropriate scale to the district. The proposed section for Birch Road's 60' right of way allows for a planted median serving as a north south pedestrian spine. Secondarily it will increase pedestrian safety and calm traffic.

Within the 60' right of way it is proposed to have two 11' travel lanes, two 8' parking lanes, and a 22' planting median. The median improvements with an 8' multipurpose path could occur immediately and provide a substantial improvement to the overall area.

Sidewalks are located just beyond the right of way in the 20' setback zone. Sidewalks should be a minimum of 7' with the balance of the setback as greenspace adjacent to the buildings. These adjustments to the front yard setback zone can be implemented over time as the existing parking in the setback is shifted to parking garages internal to the block as parcels are redeveloped.

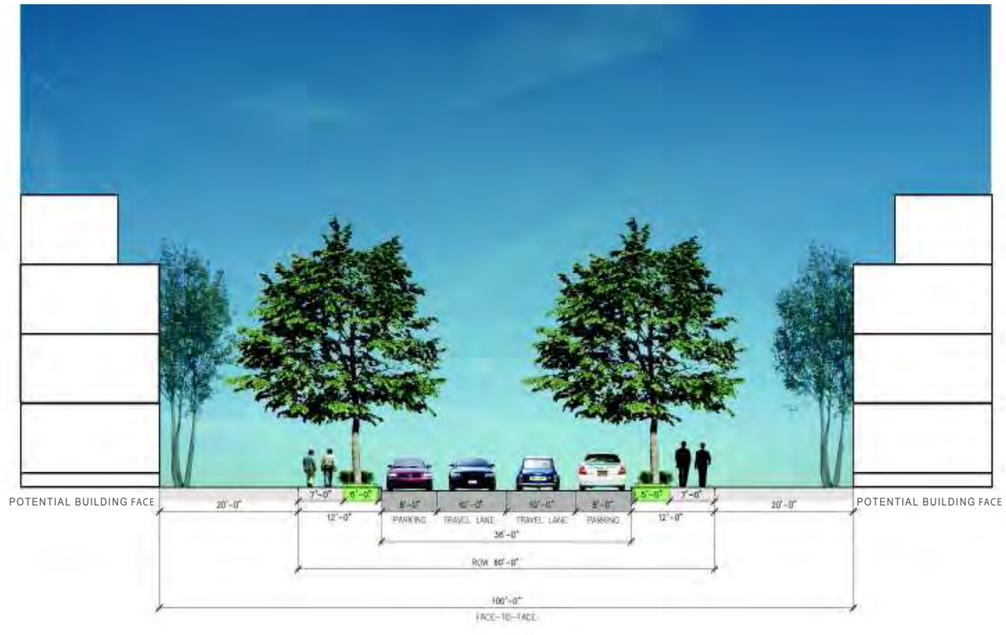
In the interim as properties are redeveloped parallel curb-side parking should be encouraged to replace existing head-n, back-out parking.

Neighborhood Street Improvements

Reducing the extent of existing paving and improving pedestrian circulation will significantly enhance neighborhood streets. Within the 60' right of way it is proposed to have two 10' travel lanes, two 8' parking lanes, two 5' planting strips and a 7' minimum sidewalk width on each side.

These adjustments to the front yard setback zone can be implemented over time as the existing parking in the setback is shifted to decks internal to the block as parcels are redeveloped.

Birch Road



Neighborhood Street Improvements

Breakers Avenue

Breakers Avenue provides an opportunity to create a retail/restaurant street that would provide a focus for pedestrian activity within the North Beach Neighborhood District. Breakers Avenue should be improved to allow for additional median parking and street tree planting within the 60' right of way.

The 20' setback should be a pedestrian zone where a combination of planting and paving provides pedestrian circulation as well as areas for outdoor gathering and dining.

Sunrise Lane

Sunrise Lane occupies a significant position in the Central Beach as a pedestrian oriented street at the northern gateway. The area within the public right of way is in disrepair and needs to be improved for safety as well as creating an identity associated with the overall Central Beach. With its unique geometry along with multiple small adjacent land owners, consistent with the 2002 Streetscape Plan, the streetscape should be updated jointly by the Business Association and the City.

New sidewalks, street paving lighting, and planting should be an incentive to upgrade storefronts and attract new tenantson Sunrise Lane.

Beachfront Promenade

A1A frontage is the most visible face of the overall Central Beach area. While the beachfront sidewalk provides a continuous pedestrian experience, the west side of A1A is limited by private development and requires additional area for better pedestrian movement. Setbacks must be maintained for an ample pedestrian zone at grade with the existing sidewalk. (see District Plans for recommendations)

Pedestrian and bicycle improvements along the beachfront should be integrated into the Central Beach RAC. The goal of these improvements is to create a continuous uninterrupted path for recreational purposes. Central Beach is a major recreational destination within the Fort Lauderdale community and a critical link of the Broward County Greenway Plan. The pedestrian and bicycle improvements described below have the potential to create an iconic element to the beach environment similar to pathways in Venice, CA, Santa Monica, CA, and Mission Bay, CA (see page 52).

Breakers Avenue

A1A Existing

Beachfront Promenade Option 1

Option 1 would remove the existing bicycle lane from the west side and add it to the east side bicycle lane to create a 10' barrier separated exclusive bicycle lane adjacent to the sidewalk. This option would create a continuous beachfront bicycle path. It would also allow for the conversion of the bicycle lane on Seabreeze to sidewalk space or landscaping. South of Alhambra this option may require reducing travel lanes or sidewalk widths to construct a 10' bicycle lane. Option 1 will require the reconfiguration of A1A, resetting of curbs,and drainage, and median adjustments, all of which must be approved by the Florida Department of Transportation (FDOT).

A1A Option 1

Beachfront Promenade Option 2

Option 2 would eliminate one travel lane and both bicycle lanes between the South Beach Parking Lot and Sunrise Boulevard to create a multipurpose path. This would add 16 to 21 feet to the existing sidewalk to create a wide beachfront promenade. This alternative allows for a mountable curb included on the western side of A1A to allow for commercial deliveries, fire trucks and servicing. The roadway would have to be reconfigured to two through lanes and a middle turning lane. Design speed reduction would be required enhancing p. edestrian experience. This option would require a traffic capacity analysis, which must be approved by FDOT and Broward County. Additionally, a cost/benefit analysis will need to be completed to evaluate feasibility.

A1A Option 2

Beachfront Promenade Option 3

Option 3 is to construct path on the east side of the wavewall in the 10' service zone for the continuous length of the Central Beach RAC. The benefits of the pathway extend throughout the Central Beach as rights of way along A1A and Seabreeze, currently utilized for bike lanes, can potentially be reclaimed for pedestrian sidewalk width and planting, where it is currently undersized. The incorporation of the proposed multidirectional bike path (minimum 10' width) would allow for the sidewalks on A1A in the constrained areas of the Central Beach (north of Seabreeze). This would also allow for the existing beach sidewalk on the eastern edge of A1A to be expanded. This multi -purpose path for biking, rollerblading, and jogging could be a major attraction for the beach that is a car free recreational path along the entire length of the Central Beach. Lastly it would reduce the width of the roadway enhancing the ability of pedestrian movements across A1A which currently acts as a barrier.

Further design studies will be required to determine alignment, resetting of curbs and drainage, permitting requirements and beach capacity. This option would require the approval of the Florida Department of Environmental Protection and FDOT.

A1A Option 3

Beachfront Promenade Option 4

The fourth option is to maintain the existing beach promenade and lane configuration. While the current configuration provides pedestrians with a continuous beach front experience, it does not provide bicyclists with a safe beach front route along A1A. Cycling from Sunrise Boulevard to 17th Street along the beach requires that bicyclists ride in vehicular travel lanes or on the sidewalk with pedestrians. Another option for bicyclists is to follow the A1A bike lane south from Sunrise Boulevard to Alhambra Street and connect with the bike lane on Seabreeze Boulevard. At this time the existing configuration may suffice for pedestrian and bicycle traffic but several hotels are expected to open within the next few years and once the public improvements described in the Framework section are constructed, pedestrian and bicycle traffic will increase and may require improvements to the beach front promenade.

Venice Bike Path, CA

Santa Monica Bike Path, CA

Santa Monica Bike Path, CA

Planting

Street trees are an essential element in any successful streetscape in southern Florida and a number of factors should be taken into consideration when choosing the most appropriate species.

- **Shade -** Probably the most important consideration in Florida. Trees shade not only pedestrians and cars but also pavements, reducing temperatures and thereby helping to mitigate the urban heat island effect. Canopy trees such as Live Oaks provide the highest level of shade for pedestrians.
- **Attractiveness -** Trees can contribute greatly to the character of the street. The form and shape of the tree should be considered and Flowering trees should be planted in certain locations to provide additional color and interest.
- **Scale -** Trees should be appropriately scaled to the street. Wide streets with planting mediums can accommodate large palms and large canopy trees. Medium and small canopy trees should be planted on more intimate streets.
- **Native Species -** Native species should be planted as much as possible. Such trees are better adapted to the climate in southern Florida and are usually more drought tolerant. They also often require less care or maintenance and provide habitat for native wildlife.
- **Wind Tolerance -** Tree species that can better withstand the high winds from tropical storms and hurricanes should be considered wherever possible. These such trees are also often native.
- **Diversity -** A diversified tree pallet should be used throughout the city to avoid monoculture and reduce the potential effects of disease. Individual streets however should usually be planted with rows of trees of a single species.

Trees should be planted in planting strips, medians or cut outs in sidewalks. Trees should be limbed up to 6/7 feet to avoid site lines and create a comfortable canopy for pedestrians.

Botanical Name	Common Name	People Streets	Neighborhood Streets	Intracoastal Promenade	A1A	Birch Road	Breakers Avenue	Almond Avenue	Sunrise Lane
Large Trees									
Bursera simaruba	Gumbo-Limbo		•	•		•			
Lagerstroemia speciosa	Queen's Crape Myrtle	•	•			•	•	•	•
Lysiloma latisiliquum	Wild Tamarind		•			•			
Piscidia piscipula	Jamaican Dogwood	•	•	•		•	•	•	•
Quercus virginiana	Southern Live Oak	•	•			•	•	•	•
Small/Medium Trees									
Chrysophyllum oliviforme	Satinleaf		•						
Coccoloba diversifolia	Pigeon Plum		•	•		•		•	•
Conocarpus erectus	Green Buttonwood	•	•	•	•	•	•	•	•
Conocarpus erectus var.sericeus	Silver Buttonwood	•	•	•	•	•		•	•
Cordia sebestena	Geiger Tree		•	•				•	•
Palm Trees									
Coccothrinax argentata	Silver Palm			•	•				
Cocos nucifera	Coconut Palm			•	•				
Dictyosperma album	Hurricane Palm, Princess Palm			•					
Phoenix Dactylifera	Medjool Palm				•				
Roystonea spp.	Royal Palm			•		•	•		
Sabal palmetto	Cabbage Palm			•	•		•		
Wodyetia bifurcata	Foxtail Palm			•			•		

Tree Selection by Street type

Botanical Name	Common Name	Native	Mature Size	Exposure	Seasonal Interest	Drought Tolerance	Other
Large Trees							
Bursera simaruba	Gumbo-Limbo	yes	30-50'h 25-40'w	full sun/partial shade	green flowers in spring, not showy	high	light foliage
Lagerstroemia speciosa	Queen's Crape Myrtle	no	40-60'h 30-40'w	full sun	lavender/pink flowers in summer	high	symmetrical canopy, semi-evergreen, attractive bark
Lysiloma latisiliquum	Wild Tamarind	yes	40-60'h 30-40'w	full sun	white folowers in spring and summer	high	upright-vase shape,soft foliage
Piscidia piscipula	Jamaican Dogwood	yes	25-50fh 25-40'w	full sun	white/pink/lavender flowers in spring	high	compound leaf
Quercus virginiana	Southern Live Oak	yes	60-80'h 60-120'w	full sun/partial shade	brown flowers in spring, not showy	high	
Small/Medium Trees							
Chrysophyllum oliviforme	Satinleaf	yes	35-45'h 18-25'w	full sun/partial shade	white flowers year round, not showy	high	oval, symmetrical canopy. sticky messy fruit
Coccoloba diversifolia	Pigeon Plum	yes	15-25'h 20-30'w	full sun/partial shade	white flowers in summer	high	evergreen, fruit can be messy
Conocarpus erectus	Green Buttonwood	yes	30-40'h 20-30'w	full sun	purple/white flowers year round, not showy	high	evergreen, green leaves, vase-like shape
Conocarpus erectus var.sericeus	Silver Buttonwood	yes	15-20'h 15-20'w	full sun	purple/white flowers year round, not showy	high	evergreen, blue-green/silver leaves
Cordia sebestena	Geiger Tree	yes	25-30'h 20-25'w	full sun/partial shade	dark orange flowers, year-round blooming	high	dense rounded, evergreen
Palm Trees							
Coccothrinax argentata	Silverpalm	yes	6-15'h 6-7'w	full sun/partial shade/ shade	white flowers in summer, not showy	high	blue,blue-green,silver foliage
Cocos nucifera	Coconut Palm	no	50-60'h 15-25'w	full sun	white flowers in spring, not showy	high	falling fruit can damage vehicles or hit pedestrians
Dictyosperma album	Hurricane Palm, Princess Palm	no	30'h 15-20'w	full sun	yellow to red flowers	low	graceful appearance. withstand hurricane. Likes a lot of water
Livistona chinensis	Chinese Fan Palm	no	30-50'h 10-12'w	full sun/partial shade	white flowers in spring/summer, not showy	moderate	star-shaped leaf. young specimens should be partially shaded
Roystonea spp.	Royal Palm	yes	50-80'h 15-25'w	full sun/partial shade	yellow flowers in spring	moderate	
Sabal palmetto	Cabbage Palm	yes	40-50'h 10-15'w	full sun/partial shade	white flowers in summer	high	
Wodyetia bifurcata	Foxtail Palm	no	30'h 15-20'w	full sun	white flowers	high	

Tree List

Circulation / Connectivity

Circulation throughout the Central Beach incorporates multiple modes beyond private vehicles: pedestrian, cycling, public transit and water taxi. These forms of movement offer alternatives to private vehicles and could contribute to reducing traffic congestion. However, to be effective as alternative forms of movement within the Central Beach they need to be unified and coordinated to reduce the dependence on automobiles. The ability to create interfaces between these modes of circulation contributes to the overall effectiveness of alternative modes of access and mobility.

To facilitate movement throughout the Central Beach and increase connectivity between districts these modifications are recommended to the existing modes of circulation to increase effectiveness and flexibility. These modifications include:

- Water Taxi Expansion
- Sun Trolley Expansion
- Intracoastal Promenade
- Multipurpose Path / A1A Improvements
- Consideration of Potential Light Rail
- Greenway/Bicycle Lanes

Water Taxi Expansion

The water taxi system should be modified and expanded to encourage waterborne transport as an alternative to streets. The water taxi provides movement along the Intracoastal Waterway between the beach and its districts and to downtown destinations.

The goal is to establish stops in locations closest to the Central Beach destinations. The proposed revised locations are Las Olas Boulevard, and at the terminus of Sebastian and Riomar Streets.

The Las Olas Boulevard stop is centrally located providing immediate access to the hub of activity. Located on public land the Las Olas stop is one component of the overall gateway plan shown on page 60.

The second stop provides access to the mid beach district with a direct connection to the beach along a designated People Street, Sebastian Street. This stop is relocated from Seville Street to align with Sebastian Street and the pedestrian connections to the beach. Intersections should be redesigned to enhance pedestrian crossing of A1A and Seabreeze. The improved crossings and public park land along Sebastian make this stop a gateway to the mid beach.

The third stop is intended to serve the North Beach Residential District. It is located at the terminus of Riomar Street, providing access to the north beach area and allowing the North Beach residents to connect to off island destinations such as the Galleria Mall and Downtown. This stop could be achieved by the purchase of private land or the creation of incentives to adjacent land owners to allow an access easement across private land.

Framework Plan - Circulation / Water Taxi

Existing Sun Trolley

There are currently three Sun Trolley lines providing public transport to and from destinations beyond Central Beach. They provide transport within the Central Beach as well as connecting to the Downtown the Convention Center and the Galleria Mall. The three lines are:

- Las Olas / Beaches Line
- Convention Center Line
- Galt Ocean Mile / Galleria Line

The Las Olas Beaches line and the Convention Center overlap to allow flexibility in connecting to multiple destinations. However, they do not connect to Sunrise Lane to allow for connections to the Galleria Mall and related shopping along Sunrise Boulevard for residents and visitors.

Additionally the existing lines do not connect to major parking reservoirs along the Intracoastal Waterway that would facilitate access to the beach and improve connectivity to and from destinations.

Beyond the revised routes, the Sun Trolley system could be improved as part of the overall wayfinding system to improve the signage and public awareness of the system facilitating public movement throughout the Central Beach.

Sun Trolley Expansion

The goal of the expansion of the Sun Trolley system is to provide increased mobility and connectivity throughout the Central Beach and downtown destinations. The three existing lines connect to the Convention Center, Downtown, and the Galleria. The expansion of the system has three recommendations:

- Expansion of Las Olas / Beaches Line
- Expansion of the Galt Ocean Mile / Galleria Line,
- Introduction of a dedicated Central Beach Line

The expansion of the Las Olas/ Beaches line increases connectivity by extending north to connect to the Sunrise Lane District. Currently the Sunrise Lane District is not connected to the overall Central Beach by transit.

The expansion of the Galt Ocean / Galleria Line increases connectivity of the North Beach Residential District to the north and off barrier island destinations, improving access to local and regional shopping in the Galleria Area.

The introduction of a dedicated Central Beach trolley loop is recommended to serve only the core area of the Central Beach on weekends and during special events. Currently the intent of the trolley lines is to connect the Central Beach with other destinations such as the Convention Center and Downtown. A dedicated loop connecting the Central Beach, South Beach, and Mid Beach would increase mobility and connectivity of parking reservoirs within beach and Intracoastal Waterway destinations.

Intracoastal Promenade

The Intracoastal Waterway is a significant resource to the community and public access should be enhanced to recognize its significance as part of the City's marine activity. There should be unrestricted public access along the edge of City controlled properties. The promenade can become an alternative pedestrian zone to the beach with appropriate access and adjacent uses that contribute to the activity of the promonade. Control points for the marina should be located on the water side of bulkheads. Pedestrian movements should be unimpeded and continuous. Private lands adjacent to the Intracoastal should be encouraged to integrate a waterside promenade within the SBMHA and PRD districts.

Existing Sun Trolley Lines

Proposed Sun Trolley Lines & Connections

Circulation / Connectivity

Central Beach Wayfinding System

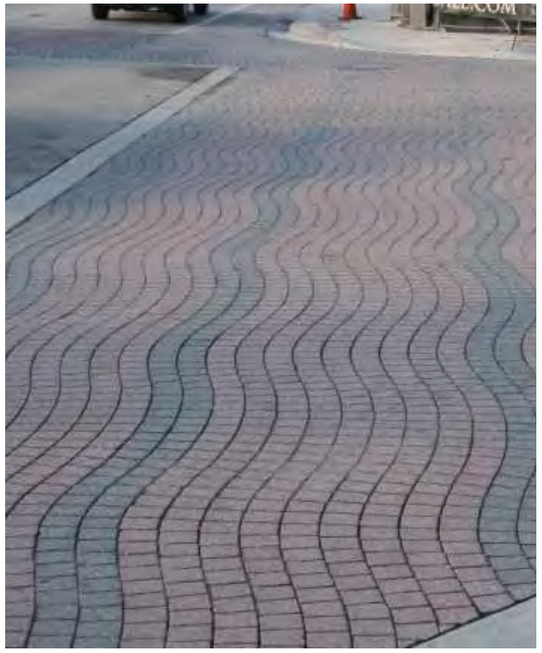
Critical to understanding circulation and transit options within the Central Beach is the development of a unified wayfinding system. The system will clearly identify gateways, give identity to districts, identify location of destinations, identify parking and transit options, and facilitate movement for both vehicular and pedestrian traffic.

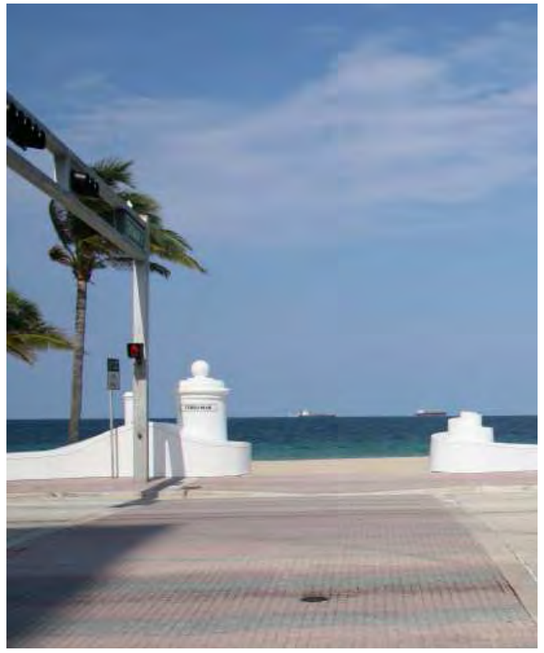
A key ingredient to creating a sense of identity is a comprehensive signage and wayfinding system. Some work has been done at Central Beach in this regard - the wave wall, paving systems, lighting and landscape improvements that have been implemented in recent years have begun to create a palette that is unique to Central Beach and gives it a distinctive identity.

Beyond conveying information, successful signage and wayfinding systems can contribute significantly to the character of a place. The scale of a sign can indicate whether you are in a primarily automobile-oriented zone or a pedestrian zone. Interactive kiosks can not only provide directional information, but also highlight areas of historic or cultural importance. The architectural quality of these different signage systems can complement and enhance the character of the rest of the built environment - site lighting, furniture, and paving systems.

Recommendation
The wayfinding system needs to be expanded to further enhance wayfinding, to create a seamless experience that gets people to Central Beach from the airport and downtown, directs them to parking, and provides kiosks and informational signage to guide them to destinations. The intent is to mark arrival at Central Beach, identify where you are within a district and in relation to other districts, and identify how to find your way between destinations by walking, biking, riding transit, or driving.

The city recently started a wayfinding project to improve signage citywide.

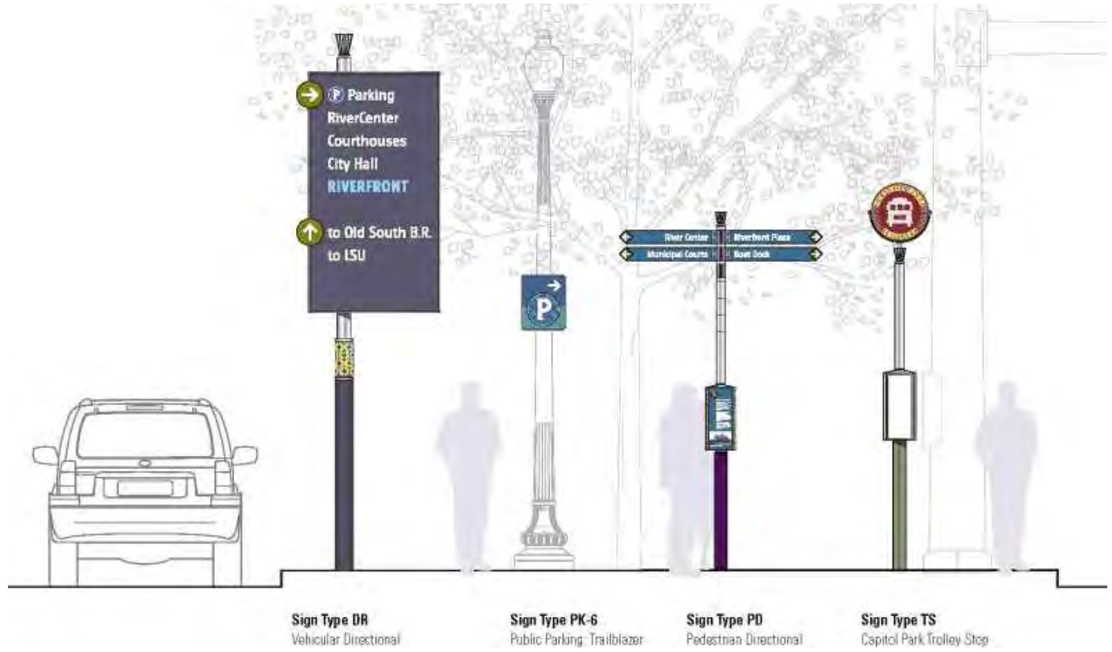




Existing streetscape and graphics at Central Beach

Wayfinding & District Identity Precedents

These images from Baton Rouge illustrate a comprehensive system of directional, parking, pedestrian and historic signage. The design was developed by Sasaki to relate to the colors, materials, and forms in the existing downtown



Public Gathering Spaces

Great cities have a variety of public spaces for events and activities to occur. The City recognizes the value of these areas as the Central Beach is used for staging community, regional, and national events along the beach and the ICW. The Framework Plan builds upon the existing resources and introduces new public spaces to create places of interest throughout the individual districts.

The goal of these spaces is to provide settings for diverse activities, including markets, performances, and other events as well as daily use as a place of congregation and relaxation. These gathering places in the public realm should be programmed to meet the desires and needs of the community for tourists as well as residents.

The City controls strategically located parcels within the Central Beach that could be preserved and utilized for public space. These include:

- Bahia Mar
- International Swimming Hall of Fame
- DC Alexander Park
- Oceanside parking lot
- Las Olas/ Channel parcel
- Las Olas/ICW parking south
- Las Olas/ICW parking north
- Alhambra parking lot

These parcels are critical to the overall Central Beach experience: as a setting for a diversity of activities for tourists and residents, and for access to the Intracoastal Waterway. Collectively these parcels offer the opportunities to create a network of public spaces connected by an improved pedestrian streetscape as a focus for the Central Beach.

Recommendation

The City should consider the strategic acquisition of underutilized parcels within the NBRA to provide a centrally located public gathering space within the North Beach residential neighborhood, within the vicinity of Terramar and Birch Road.

Public Spaces Framework Plan

Gateways

Great cities have always announced their relationship to the resources that define them through the delineation of “gateways’ and nodes of activity.

The gateway, defined by architecture and open space, can become an iconic symbol of the City such as the Ramblas in Barcelona, Jackson Square in New Orleans, and the Ferry Terminal in San Francisco.

In Lisbon, Portugal, the City’s main street and a series of significant public spaces are positioned on a line leading to the river. This sequence of spaces effectively connects the city to the water and expresses the symbolic importance of the city’s relationship to the river.

Jackson Square in New Orleans, the city’s central public space is oriented toward the river. It is the site of landmark architecture and an iconic sculpture of Andrew Jackson.

The Ferry Terminal tower in San Francisco marks the water edge and is visible from a great distance when viewed down Market Street.

In Barcelona, the City’s famous Ramblas connects pedestrians to the water at a major civic space. This connection to the water is marked with a landmark column, significant architecture and access to waterborne transportation.

Las Olas Gateway

Historically, Las Olas Boulevard has been the functional gateway to the Central Beach activities. Centrally located at the intersection of east/west and north/south circulation, the intersection of Las Olas Boulevard and A1A is also the symbolic center of the beach. The City, controlling the majority of the Las Olas frontage, has a rare opportunity to amplify the significance of Las Olas as a gateway and landmark, with a series of integrated public spaces that connect the beach to the Intracoastal Waterway. Concurrently, it would help stimulate future private investment of the remaining vacant and or underutilized land. The elements of the Las Olas Gateway are:

- Oceanside Plaza
- Walk between the Waters
- Channel Square
- Sunset Point
- Intracoastal Park and Promenade

Connected by a pedestrian spine from the Beachfront Promenade to the proposed Intracoastal Promenade the Gateway creates opportunities for varied activities that take advantage of the unique location and proximity to the beach, the Intracoastal Waterway and the related attractions.

As surface parking, these parcels are underutilized and do not contribute to the beach experience beyond providing parking. Collectively these parcels, if properties are consolidated, provide flexibility to create an overall gateway concept by redistributing parking in a more efficient manner. As noted in previous studies in an effort to minimize beach traffic, parking reservoirs should be established at the portals to the island. The creation of the gateway is predicated upon the use of structured parking at the portal which allows for more intensive activity at the core of the beach.

Las Olas Gateway Public Improvements

Oceanside Plaza / Las Olas Beach Plaza

Located at the geographic center of the beach, Oceanside Plaza is the focus for off-beach activities. It becomes the location for meeting friends and the setting for outdoor performances, events, and seasonal open air markets. It will spur redevelopment on the beach to the north and south.

The Oceanside Plaza should be programmed to appeal to residents as well as visitors. The plaza allows for markets in the mornings, shaded sitting space in the day, and a venue for performances in the evenings. It becomes the destination for activities from morning to evening, from recreation to entertainment, as well as the gateway.

While maintaining the basic intent and structure of the space, two alternative options were developed for the plaza. Option A relocates existing surface parking in a new garage on the southside of the Oceanside lot. Option B relocates the existing surface parking to a new garage at the Birch Lot.

Drawing upon the sight lines of arrival from Las Olas Boulevard, the Oceanside Plaza and Las Olas Beach Plaza amplify the connection to the beach through a bold organizing geometry emphasizing the view to the beach and beyond as one approaches. The existing palm trees should remain along Las Olas except for several which impede the view and should then be relocated to a large grove in the plaza. An iconic sculpture and/or fountain at the corner of Las Olas Boulevard and A1A, identifies the Plaza as the civic space on the beach. The design of this visible feature should be a collaborative effort between an artist and landscape architect to make a new landmark where the City meets the beach. If water is included in the design, harvested rainwater from the site, not potable water should be used.

Centrally located at the plaza, a performance stage becomes the focus for evening activities and programmed events. It should be positioned to be visible from Almond Street to the north. The plaza should be designed to be level with the elevation of A1A to maximize

Oceanside Plaza -Option A

views to the water and improve pedestrian circulation. This higher elevation should step down with planted terraces to Seabreeze on the west side of the plaza.

The first option evaluated a four story parking structure along the southern boundary of the Oceanside surface parking lot. Incorporated in the structure are plaza level community uses to activate the space. The elevator extends in a vertical tower for viewing the beach, typically only afforded to private development. The viewing tower should be an architecturally significant landmark attraction. Parking

View of Oceanside Plaza -Option A

View of Oceanside Plaza -Option A looking north

levels should be screened. The viewing area and upper level would be shaded with the introduction of a trellis and vines.

This option would replace the existing capacity (243) with an additional 157 beachfront spaces (400 total). This option provides community uses at the beach that the public has been requesting since the mid 1980s.

A second alternative concept for the Plaza was developed that utilizes the entire Oceanside parcel as a plaza for the gateway.

Development of the plaza could stimulate development of the parcel along the southern edge between A1A and Seabreeze. This parcel should have active uses along the plaza edge by providing beach related commercial/ restaurant uses.

A shaded trellis extends along the southern side connecting the beach to the Intracoastal Waterway and serving as a potential setting for morning markets.

This option relies upon a new parking structure to be built on the Las Olas/Birch parcel to replace the existing capacity (243) at the Oceanside lot.

Las Olas Beach Plaza

Connecting the Oceanside Plaza to the beach, the Las Olas Beach Plaza would be redesigned, reflecting the geometry of Oceanside Plaza, to create a gathering space on the beach that would be of sufficient size to serve as a stage for venues utilizing the broad expanse of the beach for crowds. The plaza would be expanded, plantings reconfigured to allow for an expanded vista and iconic vertical elements introduced to symbolize the Gateway.

Oceanside Plaza -Option B

View of Oceanside Plaza -Option B

View of Oceanside Plaza -Option B looking north

Walk Between the Waters

Facilitating pedestrian movement from the Oceanside Plaza to Channel Square to Sunset Point is the “Walk Between the Waters” connecting the Central Beach to the Intracoastal Waterway.

Channel Square

Channel Square provides for public access to the channel and the related boat charters and becomes the hub for intermodal circulation. With the introduction of expanded water taxi service and a new stop at this location, Channel Square serves as a portal to beach activities and as a point of interface with the Central Beach Sun Trolley Loop, thus providing access to the center of the beach. Channel Square becomes the public transportation hub of the beach supported with visitor information and a café for people enjoying the water borne activities of the channel before departing for their next destination. The Channel Square building could also incorporate space for office space to be utilized by the CRA and be symbolic of the City’s commitment to the Central Beach.

Sunset Point

Extending from Channel Square to the Intracoastal Waterway, The Point is a linear park providing public access to the waterway and the Intracoastal Promenade. Views west from The Point affords great opportunities for enjoying afternoon and evening activities along the waterway and viewing the skyline in the sunset. It becomes the evening gathering place and counterpoint to daily beach activity. A restaurant with outdoor dining and beverage service should be a destination at The Point.

Intracoastal Park and Promenade

The Intracoastal Park and Promenade transforms underutilized surface parking lots into a major public amenity along the Intracoastal Waterway. The waterway side of the island provides sites for activities not occurring on the beach. It provides opportunities for a day slip marina, settings for restaurants, play areas for children and families, areas for outdoor performances and a waterside promenade in a park setting for strolling.

Sunset Point, Channel Square & Intracoastal Park

Within the Intracoastal Park are 843 parking spaces, including a new 618 space parking garage and 225 surface spaces, resulting in 406 more spaces than the existing surface lots. The parking structure is located to strengthen pedestrian connections from the beach to the ICW and create continuity with existing and proposed uses.

The reservoir of public parking (618 spaces on 3 and 4 levels) is incorporated along the Las Olas edge. This captures arriving traffic from Las Olas Boulevard before circulating to A1A. Pedestrians are within a 3-5 minute walk to the beach along Las Olas Boulevard and connect to the center of the future entertain-ment area centered on Almond Street.

The park should be laid out as a natural extension of pedestrian movement along east west streets from the beach. The Park should have several zones of activity from south to north designed for the various users.

A childrens play/learning area could be located at the north end of the park with views to the ICW and day slip marina. The play area could be a contemporary design of landforms and interactive sculptural pieces to be both for play and learning as well as beautiful site specific sculptural pieces with a nautical theme. The Park could also accommodate a future civic/cultural use as another destination at the beach.

To activate the street edge and offset development costs, the Intracoastal Park incorporates approximately 21,000 sf of commercial space at street level in the parking structure and an opportunity for food service and marina related retail of 10,000 sf.

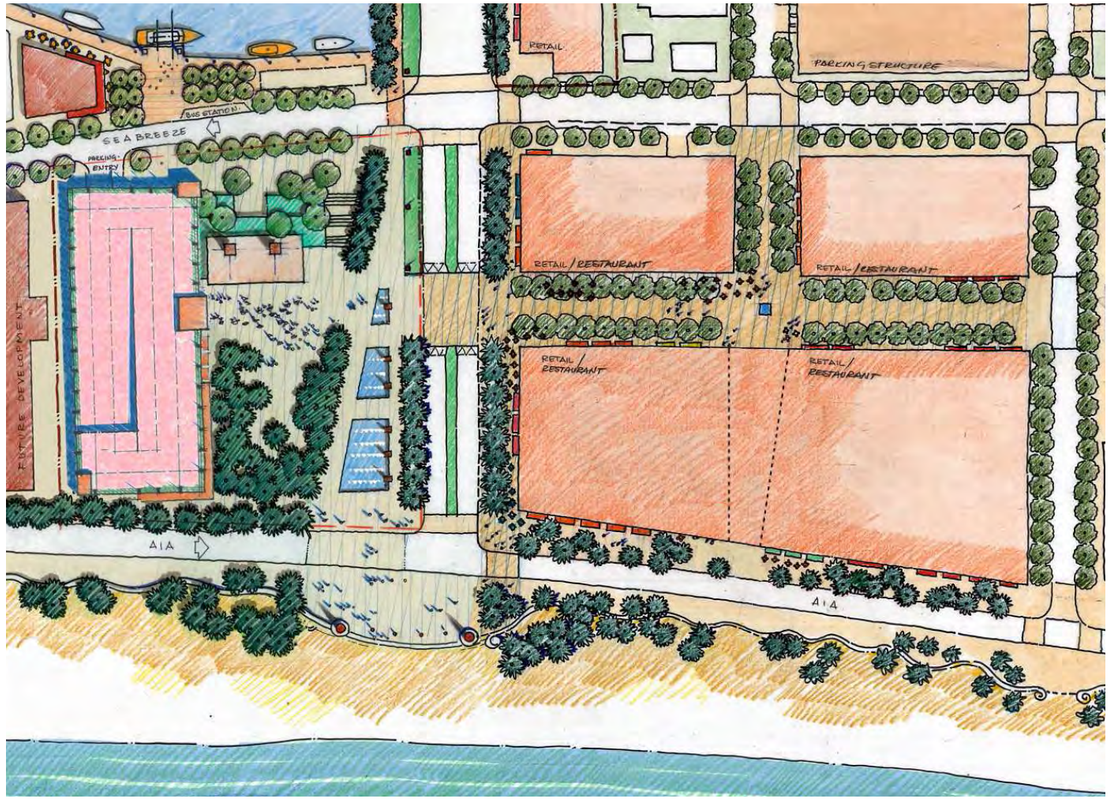
Almond Avenue

Almond Avenue presents an important opportunity to stimulate private investment on strategically located parcels that could contribute to realizing the pedestrian oriented urban beach village long envisioned for the Central Beach. Located north of Las Olas Boulevard opposite Oceanside Plaza, Almond Avenue is at the core of the entertainment district where a diversity of uses could activate pedestrian oriented streets.

Almond Avenue begins to the north at Poinsettia Street and connects south two blocks to Oceanside Plaza. Almond Avenue is a street of retail and restaurants that are the logical extension of activity from Oceanside Plaza.

Almond Avenue should be designed as a pedestrian oriented precinct with limited vehicular traffic. During peak times, on weekends and in evenings especially during peak season, Almond Avenue should be closed to vehicular traffic. As the public improvements are a catalyst for private investment in new development and should be required to have street level retail and restaurant uses fronting onto Almond Avenue.

Almond Avenue should be planned as an pedestrian extention of the Oceanside Plaza with special paving, exterior seating and bollards to delineate traffic movements within the 60' ROW. Any parking should be limited to short term duration and have the street should have the potential for closure for special events.



Almond Street

D.C. Alexander Park

Strategically located between activities on the beach and activities on the Waterway, D.C. Alexander Park should become a focal point for families participating in activities in the South Beach / Marina district. D.C. Alexander Park becomes a shady respite from the sun. Framed by allees of shade trees, the Park links the Beach Promenade to the Intracoastal Promenade and becomes the forecourt to the proposed Aquatics Center. Symbolic of the water related activities of the district, the plaza should incorporate a contemporary interactive fountain especially for children. The fountain and plaza should be surrounded by areas of seating, potential food and beverage service, and additional restrooms to supplement public facilities within the district.

The City may also want to consider constructing a car drop off along 5th Street to service DC Alexander Park, the Swimming Hall of Fame and the beach.

On the west side of the park a green space can be designed as a play area for children. Play structures should be interesting sculptural pieces related to the aquatics center and beach activities.

D.C. Alexander Park improvements represent an extention of the ongoing CRA improvements at the South Beach Parking Lot and area. The South Beach improvements, a new wave wall, new lighting, ADA improvements, and wider sidewalks, symbolize a renewed effort by the CRA to upgrade beach facilities for the community. As an initial phase of beach improvements they are visible representations of the City‘s desire to upgrade South Beach and extend those improvements to the core of the Central Beach, the Las Olas Gateway.

D.C. Alexander Park

Sebastian / Alhambra

The City owned Alhambra parking lot, located on the northern edge of the Central Beach CRA, is an opportunity to add parking and make a new green space in the Mid Beach area. Currently under utilized as surface parking, the site has excellent proximity to the beach and the Intracoastal Waterway.

The enhancement of this site could improve the pedestrian experience along Seabreeze as well as Sebastian Street and increase the supply of public parking in the Mid Beach Area.

A new park space can be located on the triangular space between Seabreeze and A1A. The existing surface parking lot on the site, including handicapped parking, can be relocated to the first level of the new garage.

The proposed development incorporates a four level parking structure (536 spaces) with beach related retail/restaurant space of 13,800 s.f. on the ground floor. The Seabreeze frontage should incorporate a pedestrian plaza as a gathering space for the Mid Beach community and beach goers.

Sebastian / Alhambra Parking Facility

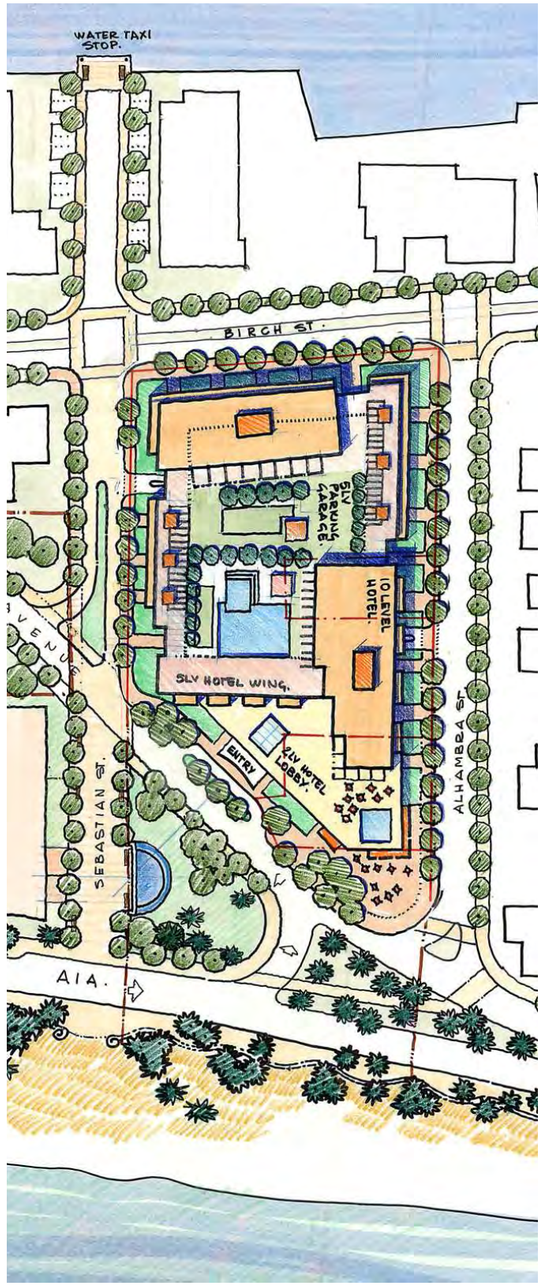
Development Alternatives

There are two parcels within the Central Beach that could serve as revenue generators for the City if developed in concert with private interests: the Alhambra/Sebastian lot and the Birch Street South Lot. Both lots are of sufficient size to accommodate mixed use development while incorporating public parking. The potential development of one or both of these sites could significantly offset the costs for public improvements described above.

Alhambra/Sebastian Parcel

The Alhambra/Sebastion lots, located at mid beach, offer the opportunity for mixed-use redevelopment. Expanding parking and reflecting the existing uses nearby at Mid Beach the site could accommodate a hotel while also including public parking. The site can accommodate a 10 floor 350 room hotel, and 500 parking spaces, of which 150 spaces would be dedicated to the public replacing the existing 79 spaces. The 10 floor hotel building set back from A1A and the north side of the parcel would not create a shadow on the beach.

The city, controlling the majority of the block, could consider a joint venture with an interested party. Any potential redevelopment should require a reservation of dedicated public parking spaces at this strategic location and active ground floor uses. Restaurants, retail and other pedestrian oriented uses will enhance the walk from the beach to the Intracoastal Waterway.



Alhambra / Sebastian development potential

Birch Street South Lot

The Birch Street South lot in the Las Olas Gateway is a very valuable asset that could contribute significantly to the overall Gateway plan and help offset costs of the new public spaces. It serves as an excellent location for development that would create a destination on the Intracoastal Waterway edge of the Las Olas Gateway. The site can accommodate a 10 floor 250 room hotel and restaurant, with 600 parking spaces, of which 350 spaces would be dedicated to the public replacing the existing 51 spaces.

The City, as owner of the parcel, could consider a joint venture with an interested party. Any potential redevelopment should require a reservation of dedicated public parking spaces at this strategic location on the Intracoastal Waterway within the core of Central Beach.

In addition the ground floor uses of the redevelopment should include restaurant / retail and other pedestrian oriented uses at the Point and along the pedestrian connection from Channel Square.

Birch Street development potential

Parking

The Central Beach Framework Plan of public realm improvements is predicated upon an overall public parking strategy. Currently, public parking is provided at surface parking lots that are strategically located yet underutilized. The introduction of multi-level parking structures as proposed in the Framework Plan will facilitate the creation of additional public parking while allowing for new public spaces to be integrated within the Central Beach RAC.

The parking strategy is to increase public parking at strategic locations. Concentrating the parking at a limited number of immediately recognizable locations will minimize excess trips due to “cruising” for spaces. Four main public parking facilities, geographically distributed, will serve the Central Beach:

South Beach
Oceanside Plaza
Birch Street/Las Olas
Sebastian/Alhambra

The South Beach lot, located at the southern boundary of the Central Beach CRA with 492 spaces, will continue to function as a surface lot. This will preserve the visual connections from the beach to the Intracoastal Waterway. The lot is currently undergoing physical renovations to improve circulation, repair retaining walls and upgrade the physical appearance.

The Oceanside Plaza parking structure is centrally located for beach activities at the intersection of Las Olas Boulevard and A1A. The creation of a parking structure with community facilities at the plaza level will provide 400 spaces on four levels replacing the 243 spaces on the existing surface lot.

The Birch Street / Las Olas lot, located on the Intracoastal Waterway and the Las Olas bridge, is centrally located to the overall Central Beach and should be the main parking reservoir for the Central Beach. The creation of a three & four level parking structure with 618 spaces plus 225 surface spaces, totaling 843 spaces, will increase the 437 spaces in existing surface lots in the immediate area by 406 spaces.

This facility will concentrate the parking for the center of the beach into one identifiable zone with immediate access off the Las Olas Bridge, minimizing vehicle trips in the core area of the Central Beach. Connected by an expanded Sun Trolley Central Beach loop, visitors will be able to park and access all major destinations within the Central Beach.

The fourth parking facility, located on the Sebastian / Alhambra lot in the north side of the Central Beach CRA, serves the mid beach area and visitors arriving from the north. This facility would increase the existing 74 space surface lot with a four level 536 space parking structure with commercial space integrated on the street level.

Collectively these four parking facilities will distribute public parking throughout the Central Beach CRA into four strategic locations with approximately similar capacities. All parking facilities should have bicycle and motorcycle parking spaces.

Central Beach Parking Reservoirs

Facility	existing	proposed
South Beach	492	492
Oceanside Plaza	243	400
Birch Street/Las Olas	437	843
Alhambra	79	536
total	1,251	2,271

Additionally, as properties redevelop, spaces previously utilized on street will be available for public parking increasing the overall available public parking.

Central Beach Parking Strategy

3

Guidelines

Introduction

Guidelines are tools for satisfying the intent of each zoning district, the objectives of the Comprehensive Plan and the goals established by the Master Plan. Successes and shortfalls related to the achievement of the zoning district intents were previously discussed in the Regulatory Analysis. The objectives of the Central Beach RAC, as defined by the City of Fort Lauderdale and Broward County Comprehensive Plans, are to:

- Create a center of regional tourist activity
- Integrate open space with private development
- Encourage development or redevelopment
- Facilitate mixed use development
- Encourage mass transit
- Reduce the need for automobile travel
- Provide incentives for quality development
- Give definition to the urban form

The intent of this designation is to encourage development or redevelopment of areas to facilitate quality mixed-use development, integrated with open space and complemented by a world-class pedestrian environment. Satisfying the intent of the RAC designation requires the protection of resources and the creation of a built environment that enhances the beach and resort experience.

Based upon existing Fort Lauderdale Downtown RAC Design Guidelines, for consistency in interpretation and review, the guidelines include:

- Street Design Guidelines
- Building Design Guidelines
- Character Area Design Guidelines
- Environmental Guidelines
- Development Application Review Guidelines

Design Guidelines

The Central Beach Framework Plan defines the overall organization and public realm of the Central Beach RAC from which the design guidelines define the intent for private investment to reinforce the Framework Plan. Design Guidelines are intended to direct development to enhance the existing resources and reinforce the public initiatives of investment in the public realm. Design guidelines can define the overall form, character, and identity of a city. They define the intent of an area as reflected in built form and uses. They can also identify and reinforce unifying elements and distinct traits of specific character areas.

Character areas are established to recognize, understand, and celebrate distinctive areas within the Central Beach. Each character area contains identifiable qualities that range from environmental features to common architecture styles or similar land use patterns. The character areas serve as an overlay to the existing zoning designations.

The design guidelines in this plan are general in nature, but establish the intent of the Central Beach RAC and the relative Character Areas within. ***The guidelines are not intended to be prescriptive***. Recognizing that specific site conditions and circumstances exist, other alternative solutions may be acceptable if they meet the overall guideline intent and further the goals of the Master Plan.

Building and street design guidelines are general in nature and relate to the overall Central Beach RAC. The Character Area Guidelines address specific issues that relate to the enhancement of the specific five Character Areas within the Central Beach.

Principles of Street Design

The intent of the street design guidelines is to enhance the pedestrian environment throughout the Central Beach RAC. This is accomplished through street guidelines that define the public realm within the rights of way, including scales of blocks, widths of roadways, and separation of pedestrians from traffic, enhancing the pedestrian experience and safety.

To promote a pedestrian oriented environment in the Central Beach the City of Fort Lauderdale adopted ULDR regulations defining People Streets as the "major pedestrian streets and major vehicular entryways, or gateways into the Central Beach Area".

It is the intent of these guidelines to extend the intent of Section 47-12.4.B - Street Treatment to promote pedestrian oriented development throughout the Central Beach that reflects not only the scale and intent of a resort environment but also to be compatible with the scale of existing development within the Central Beach.

For purposes of these guidelines, streets within the Central Beach RAC should be categorized into 5 categories, each with specific purpose and characteristics to reflect their purpose and location: Arterials, People Streets, and Primary, Secondary, and Service Streets.

Arterial streets are defined as the main roadways for vehicular circulation within the Central Beach RAC. As part of a regional circulation system they serve to connect the RAC with other districts of the city. The arterials in the Central Beach RAC include A1A, Seabreeze, Las Olas and Sunrise Boulevard.

People Streets, defined as the "major pedestrian streets and major vehicular entryways, or gateways into the Central Beach Area" are limited to the PRD, ABA, and the SBMHA zoning districts. Regulations related to People Streets can be found in Section 47-12 of the ULDR.

Primary Streets are streets/avenues that extend or connect People Streets that also serve to facilitate major vehicular and pedestrian movement between destinations within the RAC. Primary streets include:

- Birch Road
- Riomar
- Terramar
- Vistamar

Secondary Streets are streets/avenues that are secondary pedestrian routes within a local area or neighborhood. The intent of the secondary streets is to maintain pedestrian movement and facilitate vehicular access to individual parcels.

Service Streets are streets that are primarily for servicing of complexes and not considered as a pedestrian route. These streets are predominantly in the ABA district where servicing of large scale hotels is required.

These guidelines are primarily oriented to future development on Primary, Secondary and Service Streets. These guidelines are supplemental to regulations governing development on A1A and People Streets.

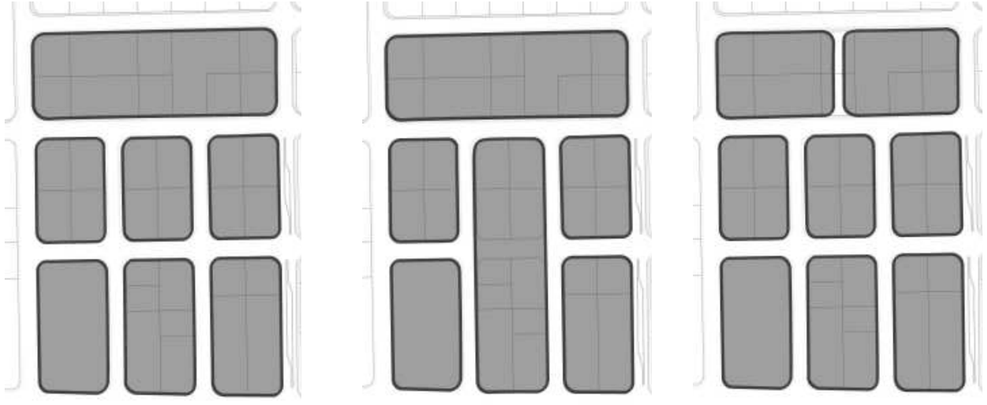
Central Beach Street Categories

Block Structure / Street Grid

The creation of a quality pedestrian oriented environment is dependent upon maintaining a scale that is appropriate to pedestrians and not vehicles. Block size and the design of the public realm within the rights of way contribute significantly to the quality of a comfortable pedestrian environment. It is the intent of these guidelines to promote a quality pedestrian environments by encouraging design within the public realm that reflects the appropriate scale and to improve the pedestrian experience throughout the Central Beach.

S-1. Maintain a fine grained street grid: Discourage vacated streets or alleys except for strategic public planning purposes.

Intent: Maintains existing scale of development and minimizes bulk of new development.



Block Structure

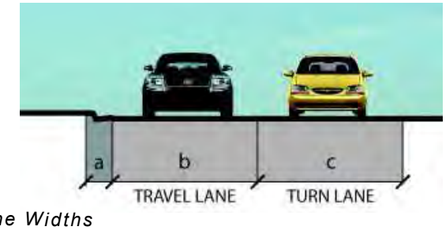
Roadway Design

Travel lanes should reflect the significance of the roadway but not conflict with pedestrian movements. Lane widths should be minimized, as shown in the table below, to increase ease and safety for pedestrians.

S-2. Encourage reduced lane widths on all streets.

Intent: Balances needs between vehicles, bicycles and pedestrians, travel lane reductions within existing right-of-ways facilitates alternative forms of mobility and serve to calm traffic.

Arterials		existing	proposed
a	Curb	2′	1′ 6″
b	Travel Lane	11′ - 12′	11′
c	Turn Lane	10′ - 12′	10′
Collectors / People & Primary			
a	Curb	2′	1′ 6″
b	Travel Lane	11′	10′ 6″
c	Turn Lane	10′ - 11′	10′
Local / Secondary & Service			
a	Curb	2′	1′ 6″
b	Travel Lane	10′ - 11′	10′
c	Turn Lane	10′ - 11′	10′



Lane Widths

S-3. Encourage location of primary row of street trees between sidewalk and street.

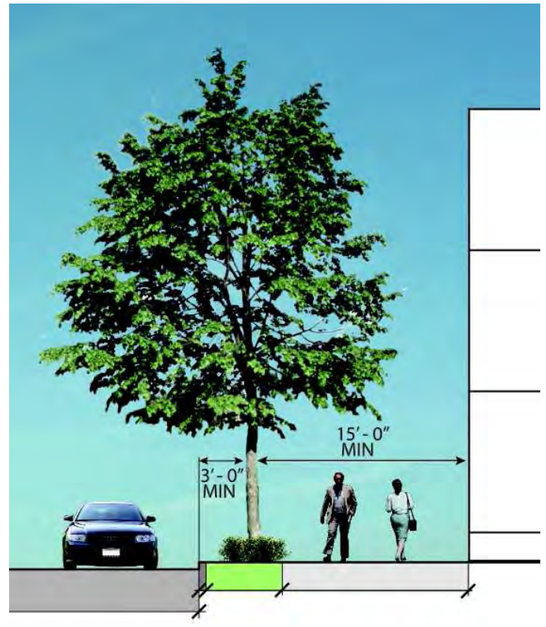
Intent: Provides a physical and psychological buffer for pedestrians from traffic.

S-4. Reduce horizontal clearance from curb, from 4’ to 3’, for trees and light poles.

Intent: Increases maximum usable width for sidewalks in rights-of-ways to allow for ease of pedestrian movements.

Code issue: FDOT Plan Preparation Manual Design Criteria & Process, horizontal clearances.

For A1A only, consider designation for street design criteria for Livable Communities to allow for ease of pedestrian movements.



Horizontal Clearance

Vehicular access

To promote active streets and enhance the pedestrian experience, conflicts between vehicular access and pedestrian movements should be minimized. Vehicular access should be discouraged from People Streets and Primary Streets to enhance a continuous pedestrian experience.

S-5. Discourage numerous and wide curb cuts on Primary Streets.

Intent: Minimizes conflicts between pedestrians and vehicles.

Code Issue: Add design code requirements for location and consolidation of curb cuts.

Code Issues: FDOT Plan Preparations Manuel Design Criteria & Process, lane widths.

Code Issue: FDOT Green Book, lane widths

S-6. Encourage main pedestrian entrance to face People/Primary Street with parking access from secondary street.

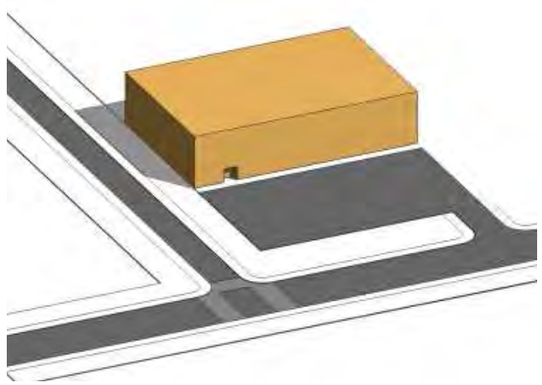
Intent: Creates an active front on the People/Primary Street encouraging pedestrian activity and interest.

S-7. Encourage parking and access along secondary street frontages.

Intent: Minimizing parking access along primary street frontage encourages active streetscape by creating a continuous pedestrian environment.

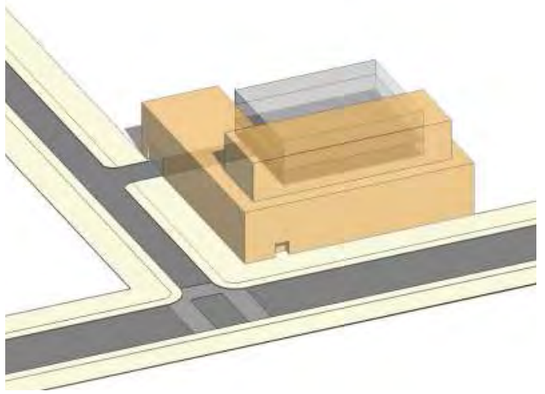
S-8. Encourage structured parking to the rear of development or underground minimizing visual impact.

Intent: Maintains continuous building edge along street enhancing pedestrian experience.



Discourage Curb Cuts and Parking on Primary Streets

Encourage Vehicular Access from Secondary/ Tertiary Streets



Parking structure locations to off street

Principles of Building Design

The intent of the building design guidelines is to encourage a pedestrian oriented environment throughout the Central Beach RAC to reinforce and enhance the barrier island as a regional recreation center. This is accomplished through building guidelines defining the scale, massing, and street level uses of future development,

General guidelines that should be applied throughout include:

- Orient and design buildings to reduce heat gain and utilize the natural cooling effects of the wind.
- Except where restricted by the Florida Department of Environmental Protection, all buildings should have clear glass on the first floor.
- Reduced parking for non-residential uses through shared parking.
- No visible parking, surface or structured parking without architectural screening, on primary/People streets, AiA, Seabreeze and the Intracoastal Waterway.
- In order to preserve pedestrian clearance, traffic signals and utilities warranted by private development should be facilitated on private property where feasible.

Note: For purposes of Design Principles, Primary streets are defined as abutting streets with the majority of pedestrian traffic. Main entries may be on the Primary or Secondary street, but the intent of the Guidelines is to reinforce a continuous quality pedestrian environment.

B-1. Encourage buildings to create a continuous building face of a maximum height, or "streetwall", along People Streets, A1A and primary streets. Buildings should be encouraged to build to the setback line except at entry points, plazas and public spaces.

Intent: Creates a continuous active building face along main routes of pedestrian movement and increases walkability.

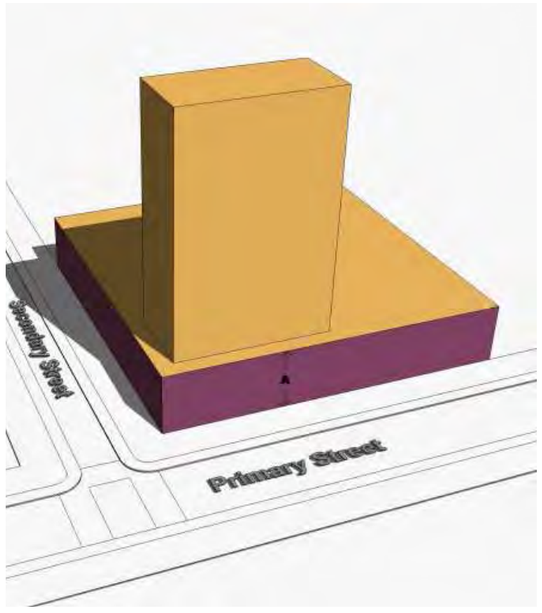
B-2. Minimum and maximum building "streetwall" heights should be encouraged/ adopted to reflect existing conditions of character areas and street widths.

Intent: Establishment of Streetwall height within different areas will reinforce compatibility with existing area characteristics and increase variety of street level experience.

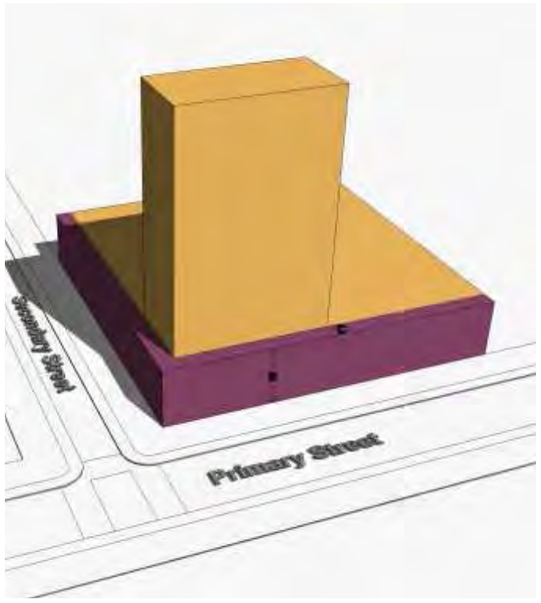
(see Character Area Guidelines for specific streetwall heights.)

B-3. Maximum building streetwall length of 200 linear feet. Beyond a length of 200 linear feet buildings are encouraged to create variation in the physical design of the streetwall, such as: division into multiple buildings or significant change in facade design.

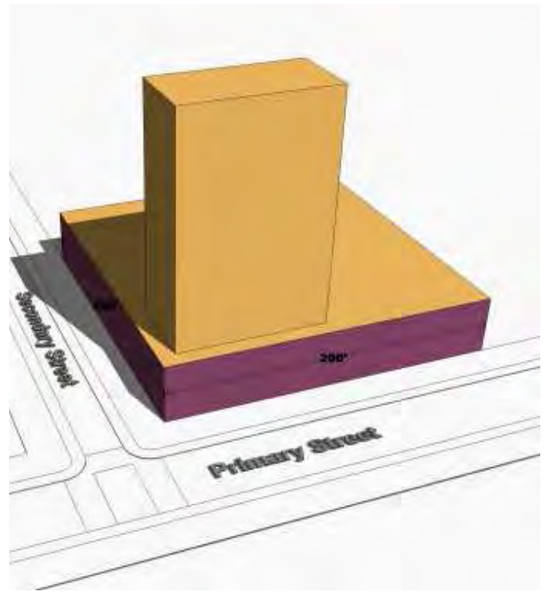
Intent: Minimizes scale and massing of large buildings to create a pedestrian oriented experience.



Streetwall



Shoulder

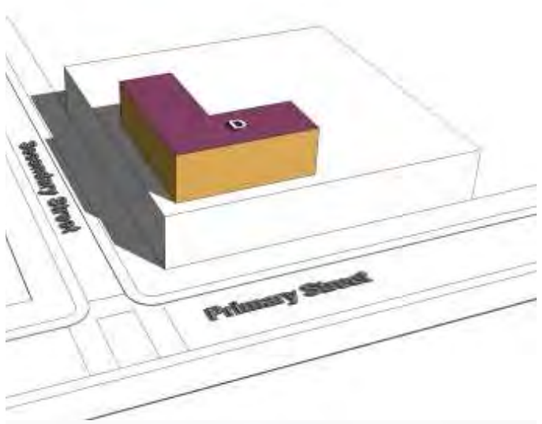


Streetwall Length

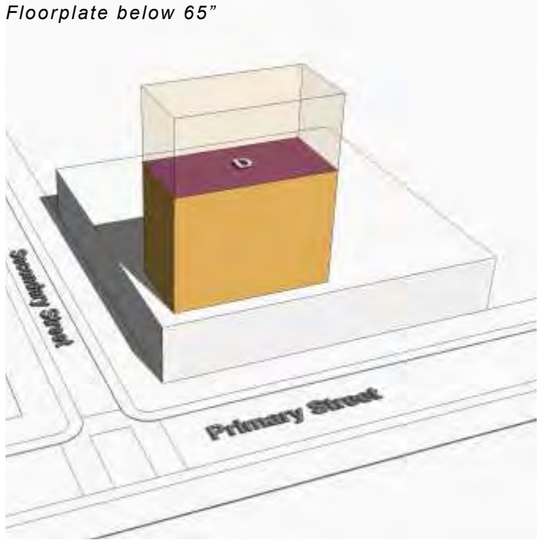
B-4. Encourage maximum floorplate area for towers. Tower floorplates should be limited in area to minimize bulk of buildings and be compatible with character area in which they are located.

Intent: Minimizes scale and massing of large buildings to create a pedestrian oriented experience.

(see Character Area Guidelines for specific floorplates)



Floorplate below 65”



Tower Floorplate above 65’

B-5. Encourage aggregation of site open space requirements as usable pedestrian open space.

Intent: Open space is consolidated into usable pedestrian friendly spaces, increasing points of interest and contributing to the public realm.

Usable Open Space

B-6. Unlined parking structures are discouraged along primary streets, people streets, arterials, and waterways.

Intent: Enhances the pedestrian environment by minimizing long inactive building fronts.

B-7. Require active uses on ground levels of parking structures with People/Primary street frontage. Screening of parking floors should be encouraged on People/Primary streets.

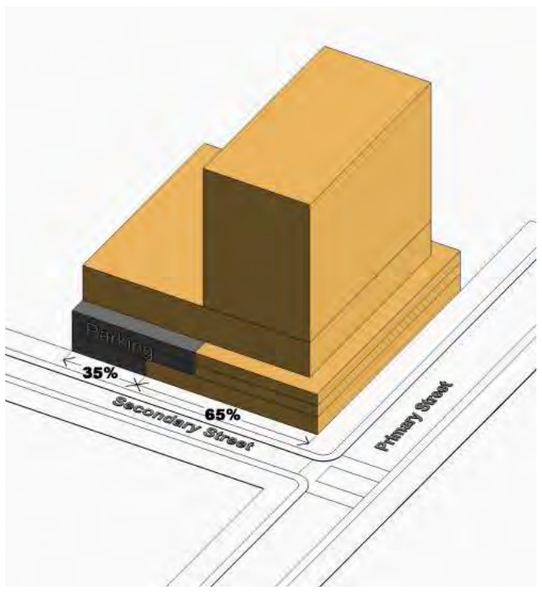
Intent: Increases the viability of street level uses throughout the adjacent area and promotes pedestrian activity.

B-8. Encourage Mid/High rise developments to maximize active lower floor uses and pedestrian oriented design at ground floor, especially on People/Primary Streets.

Intent: Maintains continuous pedestrian street activity.

B-9. Encourage underground parking where feasible

Intent: Minimizes the impact of parking on potential of active uses at street level.



Active Uses on Ground Floor of Parking

B-10. At strategic locations maximize active uses on ground floors with retail / commercial uses. Active ground floor commercial uses should be focused along strong pedestrian oriented corridors and scattered in strategic locations to serve specific areas.

Retail should be encouraged in appropriate market supported areas *(identified in Appendix)* **that contribute to a well planned, interconnected active streetscape.**

Intent: Concentrates retail in user supported areas and contributes to the streetscape within each area.

Intent: Supports objectives of the Central Beach Master Plan by supporting individual district intents.

Code Issue: In the ABA, modify permitted retail beyond tourist related to allow greater diversity of retail that supports both visitor and resident interests.

Code Issue: In the NBRA, modify ULDR to allow retail to support resident needs in strategic locations.

Code Issue: In the SLA, modify permitted retail beyond tourist related to allow greater diversity of retail that supports both visitor and resident interests.

B-11. Building Design Guidelines do not apply to civic buildings and cultural facilities.

B-12. Encourage civic buildings, public properties and cultural facilities to be signature landmarks of city wide importance.

Intent: Civic and cultural facilities should be perceived as iconic and representative of the community.

B-13. Encourage new development abutting public open space to have active uses fronting onto the open space.

Intent: Active uses along public open spaces encourages use and activity and contributes to the overall character of the area.

Strategic Retail/Commercial Locations

Character Areas Guidelines

The Vision for the Central Beach identifies five Character Areas defined by their distinct physical characteristics and pattern of uses. The Vision seeks to reinforce the unique personality of each area within the Central Beach through design guidelines.

The character areas, geographically distinct, allow for a vision to be created for each "sub-area" within the Central Beach RAC and reinforce the framework of the overall RAC. While the areas are "thematically" distinct, their definition is also geographic and easily identifiable as such. There should be multiple points of interest to invite participation, and spaces for gathering and celebration, and to connect across the barrier island to the Intracoastal Waterway.

The five character areas and their defining characteristics are:

South Beach	Active water related recreation, (beach, marina, swimming), and family oriented
Central Beach	Gateway to the Beach, the center of activity, daytime and evening focus (mixed use, entertainment)
Mid Beach	Resort, Hotel & Residential
North Beach	North Beach Neighborhood (Hotel & Residential)
Sunrise Lane	Eclectic mixed use (Residential, Retail, Hotel)

Within each character area are multiple zoning districts with specific land development regulations. Character Areas do not replace existing RAC Zoning districts. The intent is that the Character Areas serve as an overlay to supplement the ULDRs.

Central Beach Character Areas

South Beach Marina Character Area

The intent of the South Beach Marina character area is to promote high quality destination resort uses while reflecting the significance of the Intracoastal Waterway, marinas and beach activities.

As such, the future development for the South Beach should maintain and enhance the public assets of the district. Public facilities should be enhanced and public access to the water's edge should be a priority, not only on the beach, but on the Intracoastal Waterway as well. Fort Lauderdale is recognized as the "Venice of America" and access to the water's edge should be available to the general public.

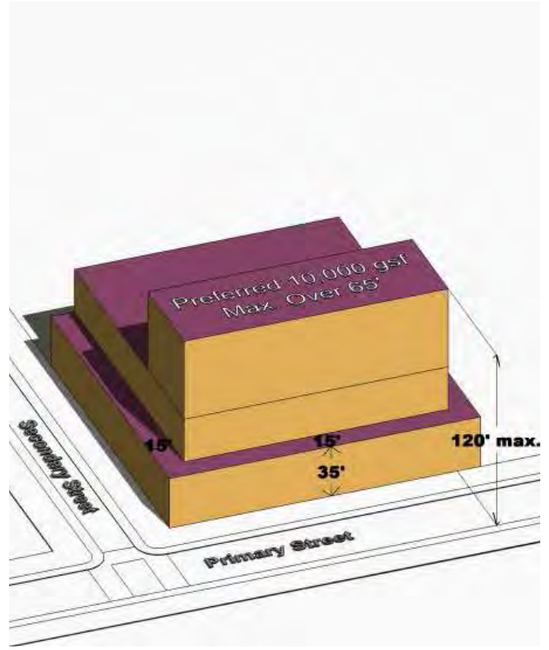
The South Beach Marina Character Area Is the result of continued public initiatives that stimulated large scale development associated with the marina area. As such the area is characterized predominantly by development of large scale buildings with smaller buildings located between Seabreeze Boulevard and the Intracoastal Waterway. Future development in this area could accommodate buildings with larger floorplates without compromising the character, as long as they maintain public visual and physical access to the water's edge.

Recommendation
The public should be provided with unrestricted access on publicly controlled waterfront edges. Access should be encouraged on privately held waterfront edges.

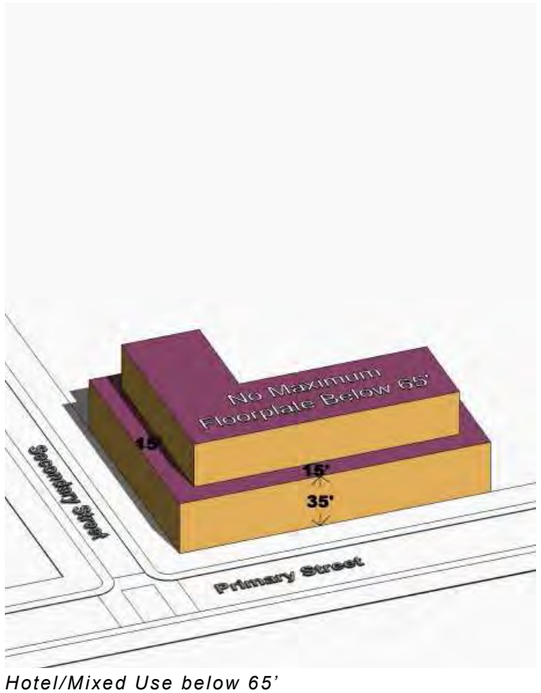
Building Principles
(see Guidelines)

Shoulder Height		
Fronting Public ROW		35' maximum
Fronting ICW		35' maximum
Shoulder Stepback		
Fronting Public ROW		15' minimum
Fronting ICW		10' minimum
Preferred Floorplates		
Residential under 65'		no maximum
Residential over 65'		10,000 s.f.
Hotel	under 65'	no maximum
Hotel	65' & above	12,000 s.f.

Residential below 65'



Residential above 65'



Hotel/Mixed Use below 65'

Hotel/Mixed Use above 65'

SBM-1. New development fronting southbound Seabreeze and A1A should be encouraged to maintain visual connections between A1A and the Intracoastal Waterway where feasible

Intent: Preserves visual connections to Intracoastal Waterway and related activities.

SBM-2. New developments west of Seabreeze should be encouraged to have open space or the short side of the building along the Intracoastal Waterway.

Intent: Preserves visual connections to Intracoastal Waterway and allows for integration of Intracoastal Promenade.

SBM-3. New development fronting the Intracoastal Waterway should be encouraged to maintain a setback of a minimum of 30'.

Intent: Allows for public access and future Intracoastal Promenade.

SBM-4. New development fronting the Intracoastal Waterway should be encouraged to have a maximum shoulder height of 35' and minimum stepback of 10'.

Intent: Maintains a pedestrian oriented scale along Intracoastal Waterway.

SBM-5. Discourage parking adjacent to Intracoastal Waterway

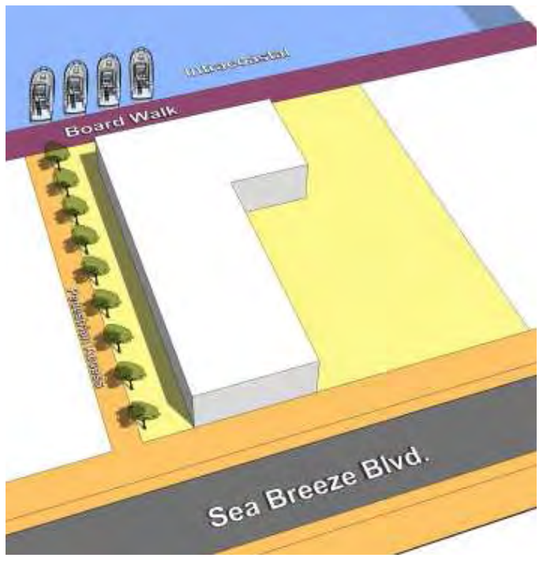
Intent: Enhances Pedestrian experience and minimizes conflicts between vehicles and pedestrians.

SBM-6. New development fronting the Intracoastal Waterway should be required to provide public access along the waterway and connect with and extend the Intracoastal Promenade.

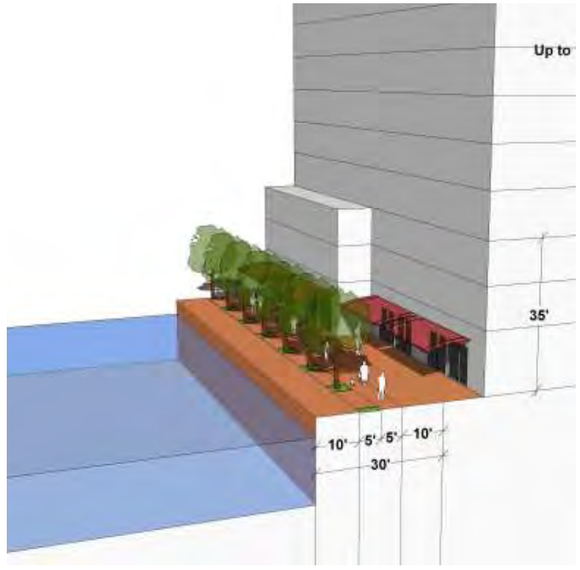
Intent: Public access to Intracoastal Waterway edge through creation of continuous Intracoastal Promenade within the South Beach Marina and Central Beach Character Areas.

SBM-7. New development with marinas along Intracoastal should be required to provide continuous public access along the water and minimize control points

Intent: Maintains unimpeded pedestrian access along Intracoastal Waterway edge.



Encourage Visual and Physical Access to ICW



Encourage continuous Intracoastal Promenade

Minimize conflicts between Promenade and Marina Users

Central Beach Gateway Character Area

The intent of the Central Beach is for an active dynamic destination shared by tourists and residents alike, with ease of access, and a multitude of uses and activities to appeal to as wide a range of interests. The opportunities today for the Central Beach are to refine the vision of the public realm.

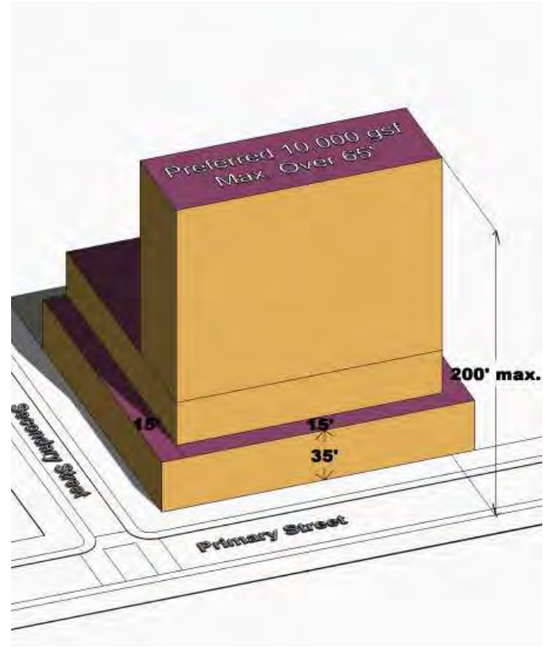
As the center, the Central Beach Gateway area is envisioned as the iconic location on the beach for public gathering and events, by day and night. With ease of access and peripheral parking reservoirs, the area becomes a pedestrian oriented district connecting the Intracoastal Waterway and the beach.

Future development should contribute to and enhance public initiatives by contributing to the public realm to reinforce active pedestrian streets.

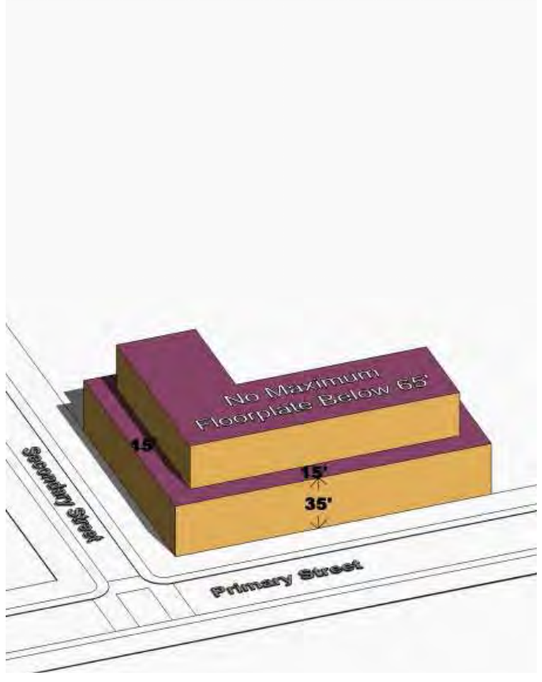
Building Principles
(see Guidelines)

Shoulder Height		
Fronting Public ROW		35’ maximum
Fronting ICW		25’ maximum
Shoulder Stepback		
Fronting Public ROW		15’ minimum
Fronting ICW		10’ minimum
Preferred Floorplates		
Residential under 65’		no maximum
Residential 65’ & above		10,000 s.f.
Hotel	under 65’	no maximum
Hotel	65’ & above	16,000 s.f.

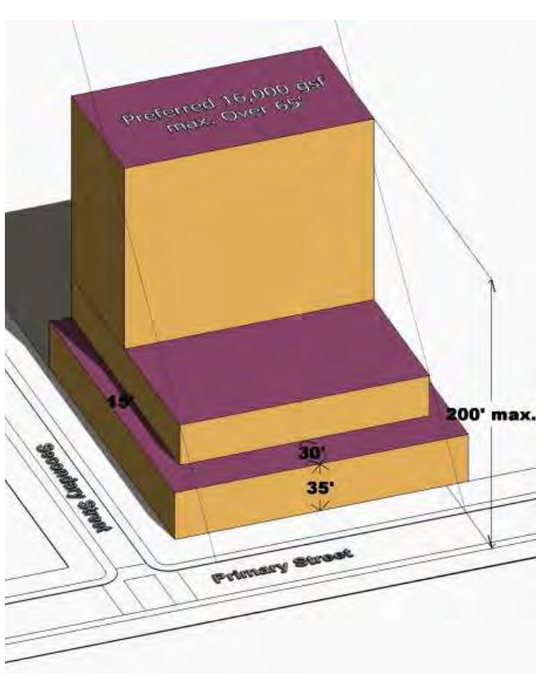
Residential below 65’



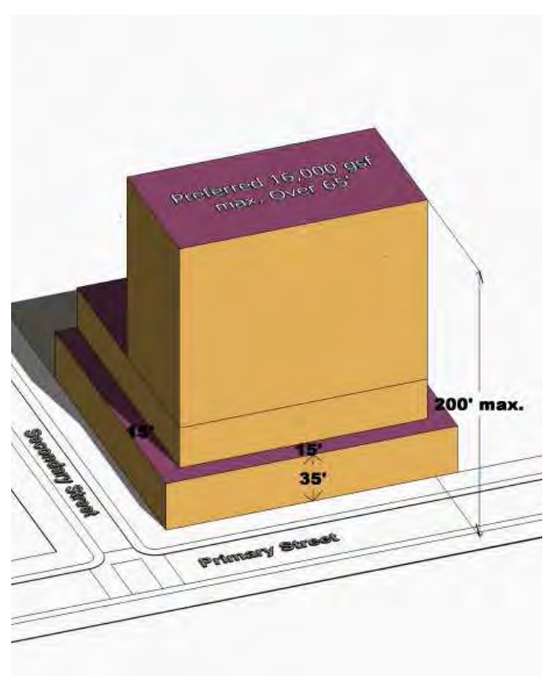
Residential above 65’



Hotel/Mixed Use below 65’



Hotel/Mixed Use above 65’ fronting A1A



Hotel/Mixed Use above 65’

CB-1. Encourage new development fronting onto, and across the street from, the Oceanside Plaza to have active uses fronting onto the plaza at plaza level.

Intent: Activates plaza with uses

CB-2. Encourage new development fronting the Intracoastal Waterway to provide public access to the waterway and connect with the Intracoastal Promenade.

Intent: Public access to Intracoastal Waterway edge through creation of continuous Intracoastal Promenade within the South Beach Marina and Central Beach Character Areas.

CB-3. Encourage new development fronting the Intracoastal Waterway to create a public pedestrian walkway along the Intracoastal Waterway edge.

Intent: Contributes to the creation of a continuous Intracoastal Promenade.

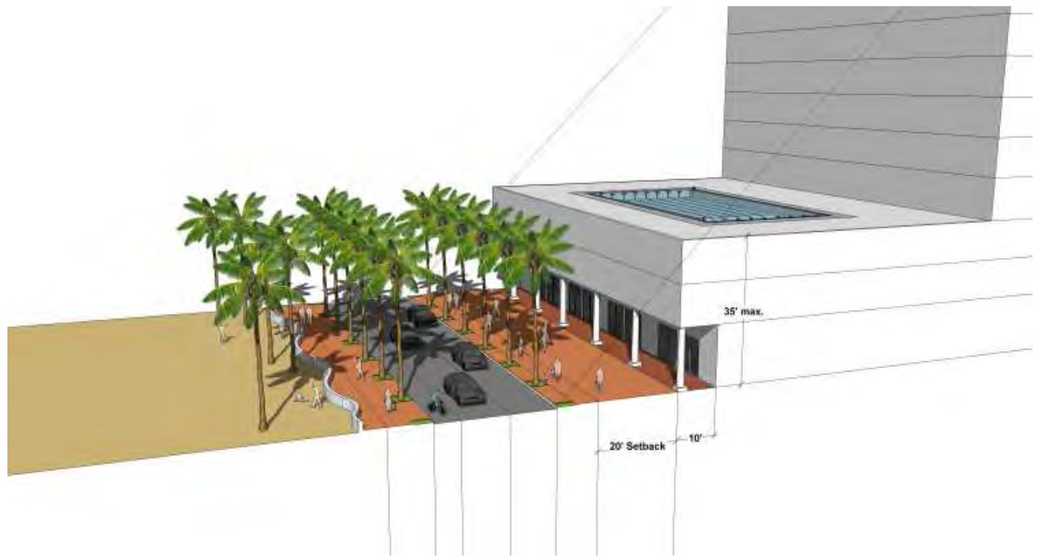
Encourage active uses on Public Spaces at ground level

Encourage continuous Intracoastal Promenade

CB-4. Encourage development fronting onto A1A to provide active uses and incorporate pedestrian oriented arcade or canopy with a minimum depth of 10' at grade with public sidewalk.

Intent: Increases perceived public realm, minimizes separation between public and private.

Enhances the pedestrian experience by creating a shaded environment away from direct sunlight



Encourage development on A1A to extend sidewalk elevation into site minimizing vertical separation

Mid Beach Character Area

The intent of the Mid Beach Area is envisioned as a residential and hotel area transitioning from the more dense core Central Beach Entertainment Area to the less dense North Beach neighborhood.

The Mid Beach Character Area is a predominantly residential neighborhood characterized by its scale and existing architectural resources. Future development should respect the existing fabric and scale by limiting large footprints and encouraging smaller footprints for new development not fronting on A1A. View corridors and public access to the Intracoastal Waterway should be maintained.

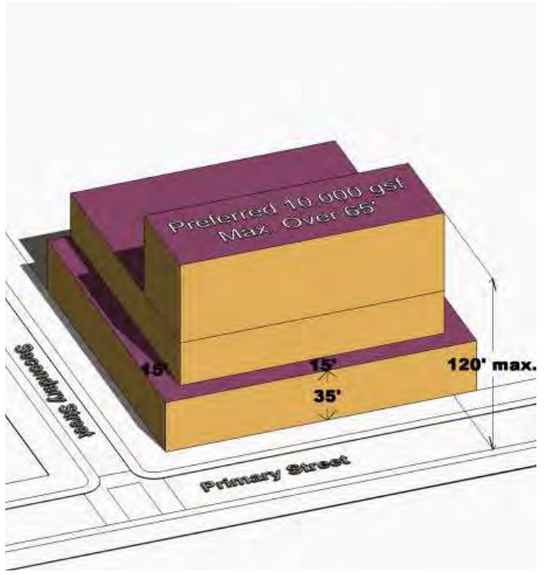
Encourage new development fronting the Intracoastal Waterway to preserve visual connections to Waterway from Birch Road, discourage walls.

Intent: Enriches the pedestrian experience.

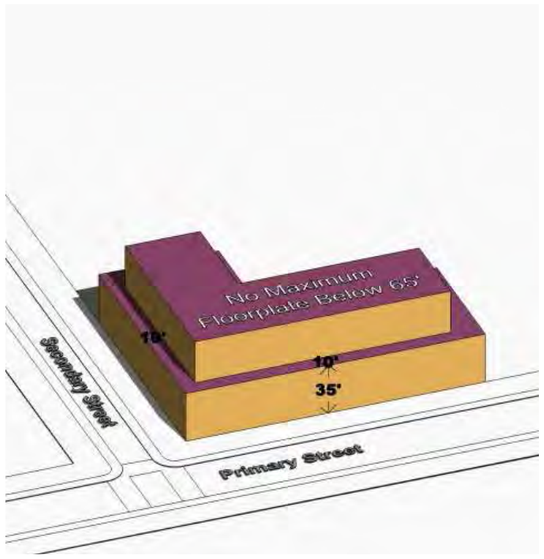
Building Principles
(see Guidelines)

Shoulder Height	
Fronting A1A/People St	35’ maximum
Fronting Public ROW	30’ maximum
Fronting ICW	25’ maximum
Shoulder Stepback	
Fronting Public ROW	15’ minimum
Fronting ICW	10’ minimum
Preferred Floorplates	
Residential under 65’	no maximum
Residential 65’ & above	10,000 s.f.
Hotel under 65’	no maximum
Hotel 65’ & above	16,000 s.f.

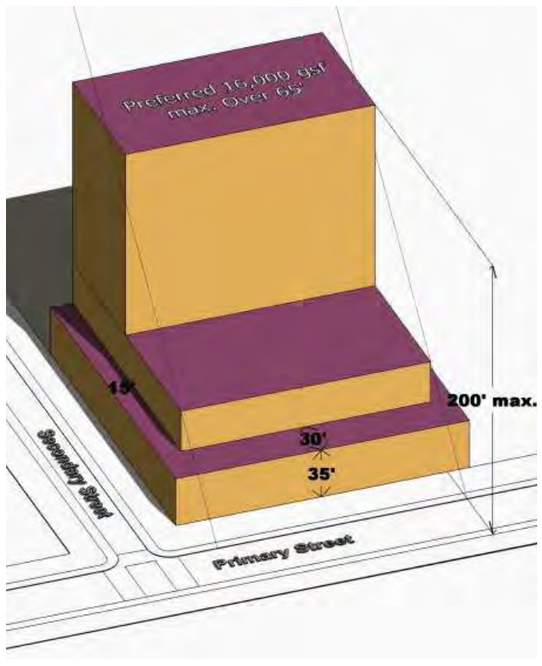
Residential below 65’



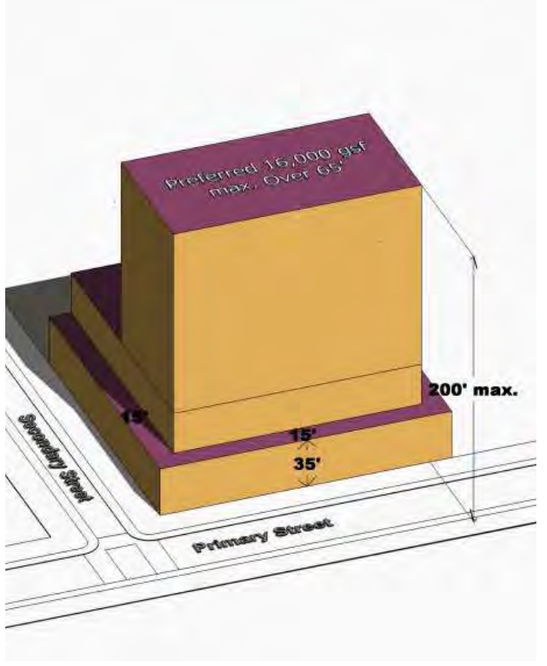
Residential above 65’



Hotel/Mixed Use below 65’



Hotel/Mixed Use above 65’ fronting A1A (ABA)



Hotel/Mixed Use above 65’

North Beach Character Area

The intent of the North Beach Character Area is to promote a diverse mixed use neighborhood integrating hotel, residential and supporting commercial space while preserving the existing architectural heritage and scale of the area. The area is comprised of underlying zoning districts that reflect their geographic location: ABA along A1A on the beach, IOA along the Intracoastal, and NBRA on the interior.

The North Beach Character Area has the greatest potential as a neighborhood due to its physical characteristics. Physically separate from the Central Beach and the entertainment uses, the North Beach Character Area has the potential to foster a true community. Its diversity of uses, residents, and visitors separates it from the core of the beach.

As a neighborhood, the intent of the North Beach Character Area is to promote and enhance the diversity of the area through guidelines that respect the existing architectural resources and promote new development that reflects the scale of the historic and recent development.

The Guidelines promote community through the enhancement of the public realm and scale of the existing architecture within the NBRA.

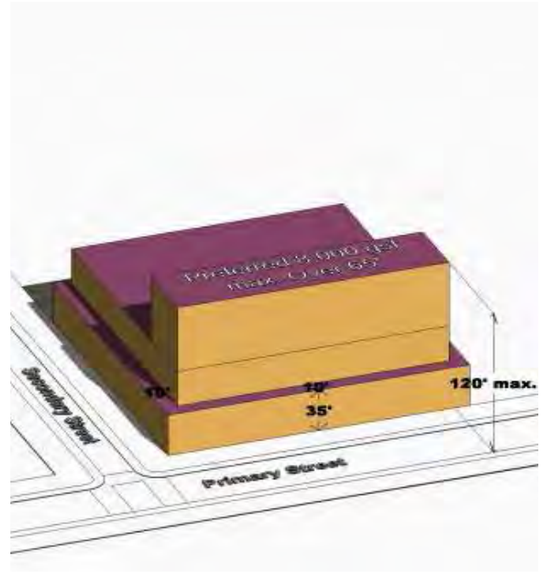
With the intent of preserving the NBRA as a hotel and residential community, it is imperative to minimize the impact of taller buildings on adjacent property due to shadow. To preserve the scale, provide access to sunlight and minimize impacts of shading it is recommended that the maximum height in the NBRA be reduced to 65' while preserving allowable density.

Transitional areas between Breakers Avenue and Birch Road should allow flexibility of design while respecting the heights of the NBRA.

Building Principles
(see Guidelines)

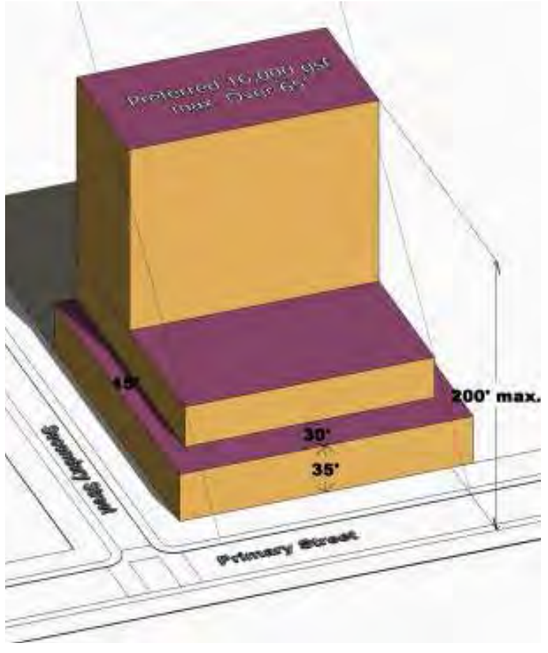
Shoulder Height	
Fronting A1A/People St	35' maximum
Fronting Public ROW	30' maximum
Fronting ICW	30' maximum
Shoulder Stepback	
Fronting Public ROW	15' minimum
Fronting ICW	10' minimum
Preferred Floorplates	
Residential under 65'	no maximum
Residential 65' & above	10,000 s.f.
Hotel under 65'	no maximum
Hotel Fronting A1A/People Street 65' & above	16,000 s.f.
Elsewhere	12,000 s.f.

Residential below 65'

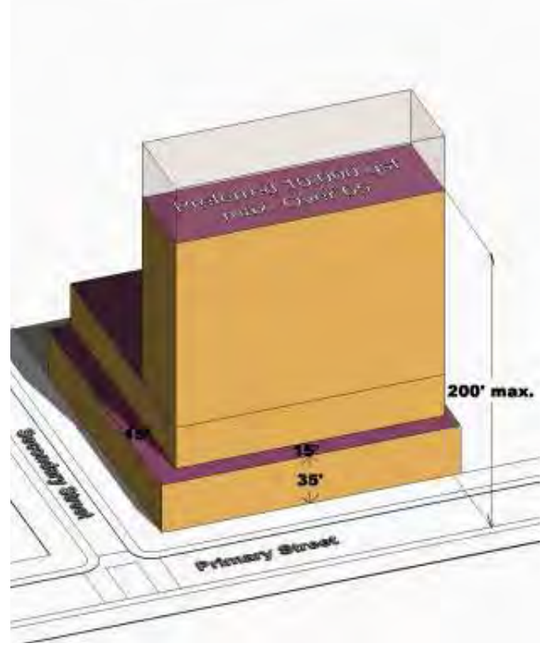


Residential above 65'

Hotel/Mixed Use below 65'



Hotel/Mixed Use above 65' located on A1A (ABA)



Hotel/Mixed Use above 65'

NB-1. Encourage new development fronting the Intracoastal Waterway to preserve visual connections to Waterway from Birch Road, discourage walls.

Intent: Enriches the pedestrian experience

NB-2. Encourage new development within NBRA Zoning District to limit maximum facade length of 80' along front setback line modulating the vertical plane by breaking the plane with a minimum of 20' in length and 5' in depth.

Intent: Maintains scale and character of North Beach Neighborhood Area

NB-3. Encourage new development on Primary Streets to build to setback line creating streetwall consistent with historical development patterns.

Intent: Maintains historical development patterns and character of area.

NB-4. Encourage new development in NBRA to a maximum height of 65', shoulder height of 35', and stepback of 10'.

Intent: Maintains scale of NBRA, minimize review process and promote investment in area.

Intent: Maintain density by decreasing height by reducing setbacks.

NB-5. Require all new construction to remove parking from front yard setback.

Intent: Improves visual appearance and pedestrian experience, and increases pedestrian safety.

NB-6. Encourage new development fronting Vistamar to a maximum shoulder height of 35' and a stepback of 40' on the rear/side yard abutting Bonnet House.

Intent: Preserves historic setting of Bonnet House and environs.

NB-7. Encourage new development incorporating identified architectural resources to preserve identified resources through incentives by excluding the gross floor area within the architectural resource from the Floor Area Ratio / Density calculation.

Intent: Preserves architectural resources that contribute to the overall character of the area.

NB-8. Encourage new development adjacent to existing identified architectural resources to complement existing identified resources through incentives allowing greater densities if new development does not exceed 65' in height.

Intent: Preserves architectural resources that contribute to the overall character of the area.

Sunrise Lane Character Area

The intent of the Sunrise Lane Area follows the purpose of the Sunrise Lane Zoning District: “the purpose of encouraging the preservation, maintenance and revitalization of existing structures and uses that make up the distinct neighborhood south of Sunrise Boulevard”.

Currently there is a plan for improvements being promoted by the Sunrise Business Association requesting City approval and contribution for proposed improvements in the public rights of way. The plan put forth includes Streetscape improvements including paving, planting, signage and identity graphics as well as modifications to the existing parking layout while maintaining the existing architectural character.

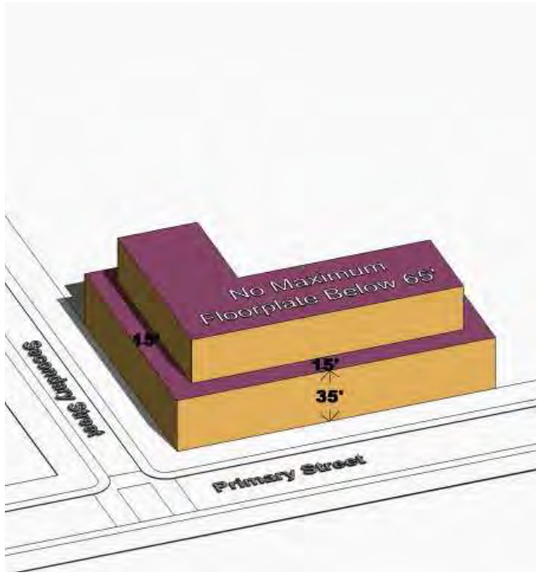
Beyond the scope of this study boundary, the northern Gateway to the Central Beach at Sunrise Boulevard and A1A is dependent upon coordination of multiple interests. The city should facilitate coordination and planning of the area with FDOT, Holiday Inn, and plans for the future extention of the Greenway Plan.

Recommendation
The City should facilitate the review and contribute financially to the implementation of the proposed plan.

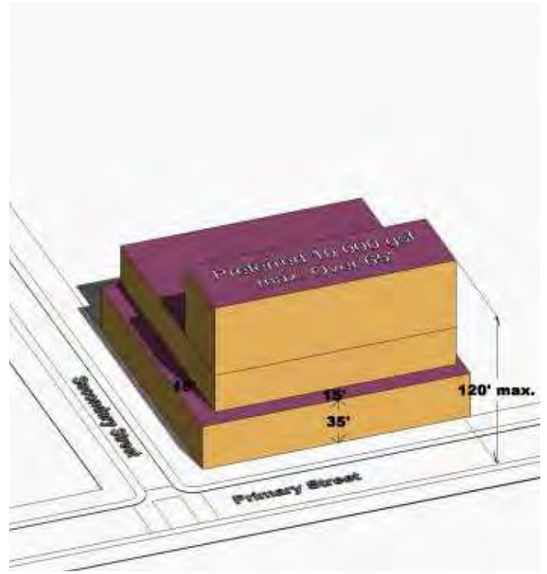
The City should prepare study for modification to the ULDR to revise parking standards within the District and to allow support uses currently not allowed to expand upon the allowable uses and recognize the evolution of the district to support the current stakeholders.

Building Principles
(see Guidelines)

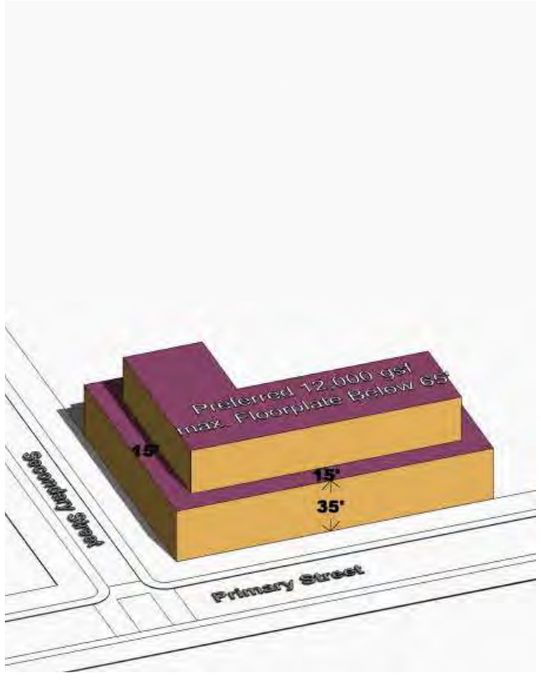
Shoulder Height		
Fronting Public ROW		35’ maximum
Fronting ICW		35’ maximum
Shoulder Stepback		
Fronting Public ROW		15’ minimum
Fronting ICW		10’ minimum
Preferred Floorplates		
Residential under 65’		no maximum
Residential over 65’		10,000 s.f.
Hotel	under 65’	no maximum
Hotel	65’ & above	10,000 s.f.
Elsewhere	65’ & above	10,000 s.f.



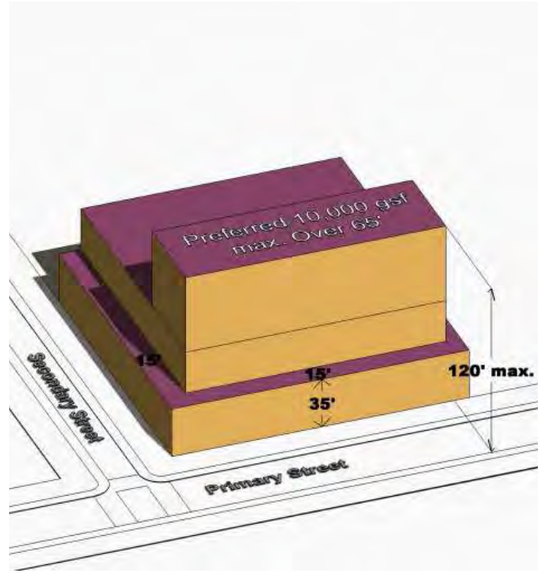
Residential below 65’



Residential above 65’



Hotel/Mixed Use below 65’



Hotel/Mixed Use above 65’

SL-1. Limit parking requirements for adaptive reuse of existing retail/ commercial uses on Sunrise Lane for additional uses/space proposed.

Intent: Preserves and maintains the existing structures while encouraging revitalization.

SL-2. Encourage new development fronting on Sunrise Lane to maintain continuous streetwall.

Intent: Preserves the existing scale and character of Sunrise Lane.

SL-3. Encourage new development fronting on Sunrise Boulevard to build to setback line creating a streetwall with parking and service from behind.

Intent: Defines the public realm, and improves pedestrian safety

SL-4. Diversify the economic base by allowing a variety of commercial uses that would support residents and visitors alike in addition to the permitted tourist related uses.

Intent: Increases the economic viability of the Sunrise Lane commercial area.

4

Implementation

Implementation of the Central Beach Master Plan requires strategies to allow for the proposed improvements and related development. The three strategic components implicit in the Master Plan are:

- Regulatory,
- Phasing and
- Financial.

Regulatory

Regulatory aspects to implement the Central Beach Master Plan relate to three levels of governance; the State, County, and City. The Florida Department of Community Affairs and Broward County through the comprehensive plan process monitor development densities of regional activity centers (RAC), such as the Central Beach RAC. The City is responsible for the adoption and modification of zoning regulations.

State and Broward County: Preservation of Development Potential

Public lands in the Central Beach are an invaluable asset to the Fort Lauderdale community that cannot be replicated. While currently underutilized they are critical to continued enjoyment and investment in the Central Beach. They have unique locations and provide important access to the beach and the Intracoastal. They can also contribute to the financial feasibility of the proposed improvements. However, to do so, the City must preserve the development potential for key parcels within the Central Beach.

Development capacity in the Central Beach is controlled by the Central Beach RAC Unit/ Trip Count contained in the Broward County Land Use Plan and City Comprehensive Plan. Established in 1989 the intent was to link future development to roadway capacity within the RAC. To provide a consistent tabulation for potential trip counts, developments are evaluated based on mixed rates and equations from the Institute of Transportation Engineers Trip Generation Manual.

The development capacity of the Central Beach RAC, based on vehicle trips for all uses, was determined to be a total of 3,220 PM peak hour trips. As of November 2008, built and approved developments accounted for 2,115 trips. Therefore, there are an additional 1,105 trips to be allocated for future development in the Central Beach RAC. Current projects pending approval including Bahia Mar, if approved, would absorb 463 additional trips. Remaining trips to be allocated would be 642 trips, or approximately 20% of the total capacity.

Trips should be reserved for City initiatives such as the proposed Aquatics Center expansion. The current proposal is estimated to generate 100 more trips than the existing uses. The net impact would be a reduction of the remaining trips for new development to 542.
In the short term, potential trips required to implement the Plan include uses for the Intracoastal Park including retail and restaurant uses, and the potential development of the Alhambra parking lot into a mixed use development. The total number of trips required for these public initiatives would be approximately 340 trips to facilitate the development of 30,000 sf of retail proposed with parking structures, 10,000 sf of restaurant proposed for Sunset Point and the Intracoastal Park, and the potential 350 room hotel on the Sebastian parcel.

Additionally, the City should consider updating the actual trip generation within the Central Beach RAC. The initial capacities from 1989 were projected based upon projections of future development. Standards have changed, lane configurations have been modified, and specific uses are in place. The City should consider an update to the capacities of the RAC with current data and standards and the potential of transit improvements.

In the long term, additional development rights within the RAC will require amendments to the Broward County Land Use Plan and

Comprehensive Plan. The trip capacity established in 1989 documented that the current lane configurations provided capacity for 3,220 more trips, any changes to this trip threshold would require comprehensive plan review and approval by Broward County and state reviewing agencies. The transportation study submitted as part of a plan amendment application should evaluate the impact of alternative forms of circulation including increased public transportation services, pedestrian connections and mobility improvements to the public realm.

City of Fort Lauderdale Zoning Regulations

The Central Beach Master Plan proposes recommendations that impact existing regulations. Zoning regulations should be updated to reflect the intent of the proposed Central Beach Master Plan. This will require the potential development of form based codes to clarify intent of the Central Beach Master Plan. Additionally, there are conflicts with ULDR and FDOT regulations, as noted in the preceding Design Guidelines, which must be resolved with the respective reviewing agencies.

Parking standards for the city should be evaluated and updated as necessary to reflect current and/or national standards and the subsequent impact on the feasibility of uses, such as differing standards for restaurant size. The standards should not place a undue burden on potential development.

Phasing

The phasing of improvements related to the Central Beach Framework Master Plan relates to immediate, short term, intermediate, and long term.

Immediate
Channel Square

Short Term - 5 years
Las Olas Beach Plaza
Oceanside Plaza
D.C. Alexander Plaza

Intermediate - 5-10 years
Sebastian/Alhambra parking
Almond Avenue Streetscape

Long Term - 10-20 years
Las Olas parking structure
Sunset Point
Intracoastal Park

The desire of the City to stimulate interest in the Central Beach can be accomplished with the implementation of the Las Olas Gateway components: the enhanced Las Olas Beach Plaza, the Oceanside Plaza, and D.C. Alexander Park. These three strategic components are unencumbered and could and can begin immediately with design.

While the enhanced **Las Olas Beach Plaza** could begin immediately with design, because of the significance of **Oceanside Plaza** to the Central Beach it is recommended that the City stage a competition for the design for the Oceanside Plaza and garage.

D.C. Alexander Park could be phased to coincide with the the removal of the temporary fire station to take advantage of the public funds dedicated to reconstruct the parking lot.

The **Sebastian/Alhambra** site could potentially take advantage of the TIF funding before the CRA expires in 2019 and therefore should be considered in the short term for design. **Channel Square** water taxi stop and plaza would follow the development of the Oceanside

Central Beach Public Improvements

Potential Funding Strategies

Plaza. It becomes the link between Oceanside Plaza and future development along the ICW.

Almond Avenue streetscape improvements would be dependent upon timing of adjacent private development to facilitate partial developer funding.

The remaining improvements are considered to be long term as they require resolution of litigation. Upon resolution the sequencing of development of the Intracoastal properties would begin with the Las Olas parking structure to serve as a reservoir of public parking and free up the remaining lands on the Intracoastal Waterway for the Intracoastal Park and Sunset Point.

The following highlights a list of *preliminary* potential funding strategies to ensure that specific elements of the Central Beach Master Plan—such as public realm improvements—are successfully implemented. This section of the master plan arrays specific public improvements as identified in the Framework Master Plan with a *preliminary* list of potential funding mechanisms and sources that may be available for use by the City or CRA.

Preliminary cost estimates (November 2008 dollars) are provided for a range of public improvements proposed in the plan for several city-owned sites throughout the study area. These improvements, at a total estimated cost of almost $81 million in current dollars, in order of phasing, include:

- **Oceanside Plaza (Option A)**—comprises a 141,600 sq. ft. parking structure containing 400 parking spaces and a landscaped plaza on the existing surface parking lot, for a total estimated area of 177,775 sq. ft. Preliminary costs are $22.03 million;

- **Enhanced Las Olas Beach Plaza**—modifies the existing 6,000 sq. ft. plaza with new walls, steps and sculptural markers at an estimated cost of $599,200;

- **Channel Square & Water Taxi Streetscape**—contains a water taxi stop, landscaped plaza and streetscape improvements, and a "canal walk". Preliminary costs are $4.04 million plus $86,100 for the canal walk;

The four projects above comprise key improvements as part of the "Las Olas Gateway" concept of the plan at an estimated total cost of $26.76 million.

- **Almond Avenue Streetscape**—focuses streetscape improvements on Almond Avenue by providing a landscaped plaza, water feature, and streetscape improvements. Preliminary costs are $2,635,500;
- **D.C. Alexander Park**—the plan proposes significant improvements and upgrades to this city park, including: a 63,825 sq. ft. plaza, an iconic water feature, outdoor seating grove, pedestrian safety enhancements, and a landscape area to buffer an adjacent site that could accommodate future mixed-use development. Preliminary costs are $6.03 million for park improvements and $426,300 for street and parking improvements;

- **Las Olas (Birch Street) Parking Structure**—provides a new, 618-space parking garage with architectural façade, landscaping, streetscape improvements and surface parking. Preliminary costs are $15.3 million;

- **Sunset Point**—the plan proposes a public plaza surrounding a future restaurant site (privately-developed), road and parking, and landscaping for $3.35 million;

- **Sebastian/Alhambra Site**—two public improvements are proposed on this site as a means of catalyzing private development: a 12,000 sq. ft. public park for $422,100 and a 536-space parking structure with façade treatments and landscaping at a cost of $18.64 million; and

- **Intracoastal Park**—the plan proposes a new public park along the Intracoastal Waterway to catalyze new private development adjacent to the marina. Elements include dredging, a boardwalk, landscaping and a playground at preliminary costs of $7.28 million.

Two parcels in the Central Beach study area may provide opportunities for private investment and public improvements. These parcels include the Sebastian/Alhambra site, which could accommodate a 10-floor, 350-room hotel and 500 or more parking spaces (150 spaces would be dedicated to public parking). The City controls the majority of this parcel and an opportunity exists to structure a public-private partnership for mixed-use development. In addition, the second parcel, the Birch Street South parking lot, is a valuable city-owned asset that could be developed to offset costs associated with these public realm improvements. The Birch Street lot can accommodate a 10-floor, 250-room hotel with ground-floor retail; redevelopment provides another opportunity for the City to structure a public-private venture.

This would enhance the tax base of the beach (and the City) and provide significant economic benefits. Moreover, they would supplement the current $5 million in annual tax increment (TIF) revenues generated by new development within the Central Beach CRA, but only until the CRA's expiration in 2019. TIF revenues may be an appropriate financing vehicle for several of the projects identified above (particularly lower-cost initiatives), information on how the $5 million.

Public Improvements & Preliminary Cost Estimates
Central Beach Master Plan

Project		Cost Estimate
Oceanside Plaza Option A	$	22,030,750
Enhanced Las Olas Plaza	$	599,200
Channel Square/Water Taxi	$	4,043,375
Almond Avenue Streetscape	$	2,635,500
J.C. Alexander Park	$	6,454,490
Las Olas Parking Structure	$	15,341,200
Sunset Point	$	3,352,300
Sebastian/Alhambra Site	$	19,068,700
Intracoastal Park	$	7,284,200
Total-Preliminary Cost Estimates:	**$**	**80,809,715**

Source: Sasaki Associates, Inc.; November 2008

Economic/Financing Challenges

Since the Central Beach Master Plan commenced in mid-2007, significant declines among the national, state and regional (South Florida) economies (ranging from declining property and sales tax revenues, job losses, mortgage and credit crises, housing foreclosures, and debacles on Wall Street) have created tremendous uncertainty among municipalities across the United States about the capacity to fund public realm improvements such as those illustrated above. Moreover, tax reform legislation in Florida as well as limitations on the use of TIF imposed since September 2007 as a result of the Strand v. Escambia County case by the state Supreme Court, have severely impacted opportunities to fund these projects; at a minimum, competition for those limited public funding programs identified below is intense.

Potential Funding Mechanisms

ERA examined a range of funding mechanisms by focusing on those mechanisms that are currently allowed under Chapter 163 of the Florida State Statutes. Chapter 163 of the Florida Statutes outlines growth policy, county and municipal planning, community redevelopment, and land development

regulations in the State of Florida, and allows local governments to adopt a package of financial and local government incentives for new development, expansion of existing development, and redevelopment within a redevelopment area. Examples of such private development incentives include:

- Waiving license and permit fees
- Exempting sales made in the urban infill and redevelopment area from local option sales surtaxes imposed pursuant to s. 212.055
- Waiving delinquent local taxes or fees to promote the return of property to productive use
- Expediting permitting
- Lowering transportation impact fees for development which encourages more use of public transit, pedestrian, and bicycle modes of transportation
- Prioritizing infrastructure spending within the urban infill and redevelopment area
- Having local government absorb developers' concurrency costs, and
- Issuing redevelopment revenue bonds if a local government has an adopted urban infill and redevelopment plan using Tax Increment Financing to finance implementation.

Tax Increment Financing (TIF)

Tax Increment Financing, commonly referred to as TIF, is a financing tool used by local governments to finance development using future gains in taxes that are realized from the increase in value in real estate due to these improvements. TIF is a mechanism employed by cities and counties across the United States to fund public investments in areas slated for redevelopment by capturing, for a pre-determined period of time, all or a portion of the increased property tax revenues that may result if the redevelopment stimulates private investment. It is assumed that these public improvements serve as a catalyst for redevelopment in a TIF district by making it more attractive to developers and businesses.

When a public project is completed, such a new road, real estate values from those properties that benefit from the improvement are likely to increase, which often stimulates new development, creating an increase in tax revenue. This projected increase in tax revenue is used to finance debt to pay for the improvement. Cities and counties may designate a TIF district which is comprised of those properties that would likely benefit from the public improvement. These districts are in place for an adequate time period for increased tax revenues to pay back the bonds issued to fund the improvement. TIF funds are used by local governments for a variety of projects, including sewer expansion and repair, sidewalk improvements, street lighting, landscaping, park improvements, parking structures, and land acquisition.

TIF in Florida

In Florida, TIF has been a highly successful financing tool for redevelopment since the Florida Legislature adopted an amendment to the Community Redevelopment Act to allow community redevelopment agencies (CRAs) to use TIF in 1977. As noted above, however, the use of TIF as a financing tool for redevelopment in Florida is highly uncertain. The 2007 Strand v. Escambia County decision is fueling much of this uncertainty. The case, which generated significant opposition from municipalities and redevelopment entities across the state, concluded that Escambia County is without authority to issue TIF bonds without first obtaining approval by referendum as required by the Florida Constitution.

On May 4, 2006, Escambia County adopted an ordinance which established the Southwest Escambia Improvement District and the Southwest Escambia Improvement Trust Fund, authorizing the use of TIF in order to fund the Trust. In conjunction, the County adopted a resolution authorizing itself to issue bonds not exceeding $135 million for the Southwest Escambia Improvement District. These bonds were to finance a four-lane road-widening project in the Southwest Escambia Improvement District, to improve economic development in the area and alleviate traffic congestion.

The state Supreme Court reversed a lower trial court's final judgment in this case and held that Escambia County does not have authority to issue bonds without a referendum. In short, local governments in Florida must first receive voter approval before issuing TIF bonds, which creates significant uncertainty for developers and municipal officials when making funding decisions regarding redevelopment projects.

As a result of the outcry from municipal and development interests across the state following this decision, in October 2007 the court clarified that projects using TIF funding as the dedicated payback mechanism for improvement bonds issued prior to the decision could continue. In September 2008, the state Supreme Court rescinded its 2007 decision; however, Dr. Strand filed a Motion for Rehearing immediately following the Supreme Court's decision. The effect of this filing is to put the court's September 2008 ruling on hold until the motion for rehearing is disposed of, thus putting the use of TIF funds in legal limbo again until the rehearing Escambia County filed becomes final.

In the Central Beach CRA, TIF revenues from recent new development generate approximately $5 million per year for public realm improvements. However, the CRA expires in 2019 and, while TIF will continue to be generated in the CRA district from current projects through 2019, the City is reluctant to issue bonds based on future new development because, upon expiration in 2019, TIF as a funding source would no longer be available to back-stop any long-term bonds issued in the near future.

The remainder of this memorandum identifies potential funding sources that could be used for each of the priority public realm projects identified above. The majority of potential funding sources are grants-in-aid from various Federal or state agencies that will be enormously competitive to secure. ERA notes that the funding sources identified below are intended to be illustrative and by no means reflect the only sources of possible funding for these initiatives. Information on various Federal or state grants can be obtained from the Federal Register; www.grants.gov; the Florida League of Cities; Grants Explorer (a fee service); www.FoundationCenter.org; www.HousingFinance.com; and various Federal and state agency websites.

In addition, ERA calculated the likely economic benefits accruing to the City and other relevant levels of government from new development occurring in the study area as measured in the market analysis prepared for the master plan.

Sale and Lease of Public Property

Profits from the sale and lease of publicly owned parcels in the Central Beach area should be used to fund the recommended public improvements. Two examples of properties that may provide additional revenue are the vacant lot northwest of the intersection of Las Olas Boulevard and Seabreeze Boulevard and the Bahia Mar site.

The plan proposes construction of three major parking facilities: 1) Oceanside Plaza

Oceanside Plaza (Option 1)/Las Olas/Sebastian Parking

(Option A) comprises a 141,600 sq. ft. parking structure containing 400 parking spaces and a landscaped plaza on the existing surface parking lot, for a total estimated area of 177,775 sq. ft. Preliminary costs are $22.03 million; 2) the Las Olas parking facility provides a new, 400-space parking garage with architectural façade, landscaping, and streetscape improvements. Preliminary costs for this project are $15.3 million; and 3) Sebastian/Alhambra includes a 536-space parking structure at an estimated cost of $18.64 million. In total, preliminary cost estimates for the provision of more than 1,300 additional parking spaces on the beachfront fall in the range of $55.9 million.

Notably, a net gain in the number of parking spaces on the beachfront provided by these two facilities will also serve the public good by increasing the amount of annual revenue generated by public parking. Detailed feasibility studies on costs and revenues will be required. Potential funding sources may include:

- **Revenue Bonds**—Municipal revenue bonds are a primary source of funding to build parking garages. Issued by a municipality, revenue bonds usually do not affect local real estate/ad valorem taxes because they are pledged against net revenues generated by the facility. However, revenue bonds are usually secured by a variety of public parking facilities, including off-street garages, surface lots and on-street meters. In light of the ongoing credit crises, parking garage revenues should achieve minimum annual debt coverage ratios (i.e., the ratio of net income to debt service) of 1.3 to 1.5 (i.e., net income is 130% to 150% greater than debt service payments) over the projected life of the bond. The City of Fort Lauderdale will need to conduct detailed feasibility studies, including financial as well as cost-benefit analyses to demonstrate a project's worth above costs as well as the extent of likely public benefits.

Several other supplemental sources may be available for parking garage construction. These may include:

- **General Obligation (G.O.) Bonds**—Funding parking garage construction may be possible through a GO Bond if it is tied to a capital project such as infrastructure or roadway improvement. However, the bond issuer (i.e., the City) must meet the public-purpose provisions of the 1986 Tax Reform Act and subsequent amendments as well as consider the implications of adding new bonded indebtedness to the City's outstanding statutory debt.

- **"Lease Revenue Bonds"**—Also known as "appropriation obligations", a lease agreement or certifications of participation (COP) in a lease, or installment purchase contracts, are established between a municipality and a developer. The bond finances construction of the parking garage with the municipality committing an annual funding allotment. These obligations have grown as municipalities face debt ceilings or are required by state law to obtain voter approval of debt issues. These appropriations also are subject to annual recommitment of funding. In the event the annual appropriation is not made, the investor can reclaim the collateral (i.e., the garage).

Enhanced Las Olas Beach Plaza

The master plan recommends modification of the existing 6,000 sq. ft. plaza with new walls, steps and sculptural markers at an estimated cost of $599,200. Potential funding sources include:

- **TIF Revenues**—The project's modest costs make it a strong candidate to use some portion of the approximately $5 million in annual tax increment revenues that are generally in the CRA from recent new development, as costs could be paid back well before the CRA expires in 2019.

- **Florida Forever Program**— The Florida Forever Program provides grants to eligible applicants for the acquisition of land for community-based parks, open space, and greenways that further the outdoor recreation and natural resource protection needs identified in local government comprehensive plans.

- **Florida DEP Greenways & Trails Program**—Funding from the state's Department of Environmental Protection Greenways & Trails Program is used to acquire lands to establish a statewide system of greenways and trails. In this case, criteria in the DEP program could be used because the Las Olas Plaza project would serve as an "open space connector" linking the beachfront with the Intracoastal Waterway, as the open space connector would link parks, nature reserves, cultural features or historic sites with each other and populated areas.

Channel Square & Water Taxi Streetscape

The master plan proposes a water taxi stop, landscaped plaza and streetscape improvements, and a "canal walk" for Channel Square. Preliminary 2008 costs are estimated at $4.04 million plus $86,100 for the canal walk. Potential funding sources include:

- **Transportation, Community & System Preservation** (TCSP) Program—The TCSP program is administered by the Florida Department of Transportation (FDOT). Funds may be used to carry out eligible projects to integrate transportation and community preservation plans and practices that improve transportation system efficiencies; reduce transportation impacts on the environment; reduce the need for costly future investments in public infrastructure; and provide efficient access to jobs, services, and centers of trade.

- **TIF Revenues**—Estimated modest costs of the "canal walk" ($86,100) suggest that TIF monies could be used to fund construction.

- **Transportation Enhancement Grants**—The Transportation Enhancement Program (TEP) is a Federal program administered by FDOT. TEP is not a grant program; rather, projects are undertaken by project sponsors, such as the City, and eligible costs are reimbursed. The proposed action must provide facilities for pedestrians and bicycles and safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and scenic or historic sites; and, landscaping and other scenic beautification.

- **Other Federal Grants**—Potential funding sources include: grants from the U.S. Department of Commerce Economic Development Administration (EDA) and U.S. Department of Transportation.

Almond Avenue Streetscape

This project focuses streetscape improvements on Almond Avenue by providing a landscaped plaza, water feature, and streetscape improvements. Preliminary costs are $2,635,500. Potential funding sources include:

- **TCSP Program and Transportation Enhancement Grants**—As detailed elsewhere in the Appendix, these enhancement grants require the City or CRA as project sponsor.

- **U.S. Department of Housing & Urban Development (HUD) CDBG Program**—provides funding in designated areas for street repair and re-construction and park and recreation improvements.

- **Annual City Department of Public Works Funding**—for streetscape improvements.
- **Developer Contributions** - as the parcels surrounding Almond Avenue redevelop, developers could construct a portion of the streetscape improvements.

D.C. Alexander Park & Intracoastal Park

The master plan proposes significant improvements and upgrades to Alexander Park, including: a 63,825 sq. ft. plaza, an iconic water feature, outdoor seating grove, pedestrian safety enhancements, and a landscape area to buffer an adjacent site that could accommodate future mixed-use development. Preliminary costs are $6.03 million for park improvements and $426,300 for street and parking improvements.
For the proposed Intracoastal Park, the plan proposes a new public park along the Intracoastal Waterway to catalyze new private development adjacent to the marina. Elements include dredging, a boardwalk, landscaping and a playground at preliminary costs of $7.28 million.

Potential funding sources for these projects include:

- **Florida Recreation Development Assistance Program (FRDAP)**—The Florida Recreation Development Assistance Program (FRDAP) is a competitive grant program, administered through the Florida Department of Environmental Protection. It provides financial assistance to local governments for development or acquisition of land for public outdoor recreation. All county and municipal governments in Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the public are eligible. The maximum grant request may not exceed $200,000.

- **Land & Water Conservation Fund (LWCF) Program—**This fund is a competitive program administered through Florida's Department of Environmental Protection and provides grants for acquisition or development of land for public outdoor recreation use. All local governmental entities with the legal responsibility for providing outdoor recreational sites and facilities for use and benefit by the public are eligible. LWCF Funds may be used for outdoor recreation areas and facilities such as beaches, picnic areas, trails, ball fields, tennis and basketball courts, and playgrounds, along with associated support facilities such as lighting, parking, restrooms and landscaping.

- **Florida DEP Greenways & Trails Program—**Funding from the state's Department of Environmental Protection Greenways & Trails Program could possibly be used to acquire the land required to construct Intracoastal Park because it meets the guidelines for establishment of a system of greenways and trails. Moreover, the park would serve as an "open space connector" linking various parts of Central Beach with the Intracoastal Waterway.

Sunset Point

For Sunset Point, the plan proposes a public plaza surrounding a future restaurant site (privately-developed), road and parking, and landscaping for $3.35 million. Potential funding sources include:

- **TIF Revenues**—While the estimated costs of this project are high relative to the annual TIF revenues generated in the Central Beach CRA, the potential to catalyze private investment on this site in the form of commercial retail/ restaurant development is positive. A financial analysis should be conducted to determine whether a long-term ground lease and TIF revenues generated through 2019 are sufficient to backstop a $3.35 million bond for this project.

- L**and & Water Conservation Fund (LWCF) Program**—As noted, this fund provides grants for outdoor recreation areas and facilities. Eligibility for public funding in this case needs to ensure that the public plaza surrounding private development is, in fact, public and used for "outdoor recreation".

Sebastian/Alhambra Site

The plan proposes two public improvements for this site as a means of catalyzing private development: a 12,000 sq. ft. public park for $422,100 and a 536-space parking structure with façade treatments and landscaping at a cost of $18.64 million. Similar to the proposed improvements at Channel Square, the estimated modest cost of the public park ($422,100) suggest that TIF monies could be used to fund construction given the significant potential to leverage private development of a 350-room hotel. Other funding sources for the public park include those grants identified elsewhere in this memorandum that could be used for public outdoor recreation, open space, and environmental enhancements.

Economic Benefits

ERA calculated the likely economic benefits accruing to the City and other relevant levels of government from new development occurring in the study area as measured in the market analysis prepared for the master plan.

Fiscal and economic benefits generated by real estate development typically exist on two levels—direct and indirect. Direct impacts are those produced directly on-site—the jobs of construction workers, materials purchased locally for construction, new jobs created in new uses, retail sales at the site, and associated taxes generated across these factors. However, a number of indirect impacts also exist; for example, jobs and earnings as a result of contractors purchasing materials from local lumberyards or additional needs of on-site workers that go beyond the confines of what happens on-site. These "ripple effect" indicators require more in-depth analysis beyond the scope of this study. However, it is important to note that they exist as additional benefits of new development on Central Beach. ERA has divided the economic benefits created by new development on Central Beach into three types:

One-time Construction Benefits (Table 1) include the cost of materials for construction and jobs generated by the project as well as associated taxes. In this instance, sales tax on construction materials are the primary tax because the State of Florida does not have a personal income tax. Construction of the development program tested in the market analysis could provide upwards of 2,700 one-time construction jobs and $6.7 million in annual sales taxes for the State of Florida from the purchase of construction materials locally.

Ongoing Property Tax Benefits (Table 2) reflect property taxes generated by the net new assessed value of development (represented as construction costs). The total property tax mil rate (amount paid per $1,000 of value) for Broward County in 2007 was $20.7251. Of this, the City of Fort Lauderdale receives $5.413, and the remainder goes to other taxing authorities including County Services, the Broward County School Board, the South Florida Water Management District, Children's Services, and the Florida Inland Navigation District. New development at build-out could expect to generate an additional $2.034 million in annual property taxes for the City, with an additional $5.7 million in annual taxes generated for other taxing agencies.

Ongoing Other Benefits (Table 3) include new employment by land use, business taxes, annual sales taxes generated by retail, restaurants and hotel, and lodging taxes. Redevelopment projects on Central Beach could be expected to generate the following other benefits:

- An estimated 600 new jobs and 900 residents
- An estimated $8.8 million in annual sales taxes to the State of Florida from retail, restaurants and hotel rooms
- Additional business taxes, paid annually by each establishment estimated at more than $11,000 per year
- An estimated $2.76 million in annual lodging taxes generated by new hotel development, which go to Broward County to benefit the Convention and Visitors Bureau and to pay off bonds associated with construction of the convention center.

Table 1: One Time Construction Benefits

	Residential	Office	Retail	Restaurants	Hotel
Construction Costs					
Total Hard Cost	$ 142,545,000	$ 5,074,000	$ 3,168,563	$ 4,224,750	$ 93,620,138
% of Total Cost - Labor 1/	40.0%	40.0%	40.0%	40.0%	40.0%
% of Total Cost - Materials 1/	60.0%	60.0%	60.0%	60.0%	60.0%
Total Labor Cost	$ 57,018,000	$ 2,029,600	$ 1,267,425	$ 1,689,900	$ 37,448,055
Total Materials Costs	$ 85,527,000	$ 3,044,400	$ 1,901,138	$ 2,534,850	$ 56,172,083
Total Hard Costs	**$ 142,545,000**	**$ 5,074,000**	**$ 3,168,563**	**$ 4,224,750**	**$ 93,620,138**
Construction Jobs					
Total Labor Cost	$ 57,018,000	$ 2,029,600	$ 1,267,425	$ 1,689,900	$ 37,448,055
Average Annual Wage 2/	$ 45,789	$ 45,789	$ 45,789	$ 45,789	$ 45,789
Person Years of Construction Employment	1,245	44	28	37	818
Total Months of Construction	60 Months	60 Months	60 Months	60 Months	60 Months
Average Annual Construction Jobs	**250**	**10**	**10**	**10**	**160**
Construction-Related Sales Tax					
Total Materials Cost	$ 85,527,000	$ 3,044,400	$ 1,901,138	$ 2,534,850	$ 56,172,083
% of Materials Purchased in FL 3/	75.0%	75.0%	75.0%	75.0%	75.0%
State of FL Sales Tax Rate 4/	6.0%	6.0%	6.0%	6.0%	6.0%
Total Construction-Related Sales Tax	**$ 3,848,700**	**$ 137,000**	**$ 85,600**	**$ 114,100**	**$ 2,527,700**

NOTES:
1/ ERA assumption
2/ Average annual wage based on 2006 Industry Employment Data for Broward County by the Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program (QCEW), adjusted for inflation
3/ ERA assumption
4/ State of Florida sales tax rate
All values are 2007 Dollars

Source: RS Means 2007; Florida Agency for Workforce Innovation; Economics Research Associates, May 2008

Table 2: Annual Property Tax Revenue, At Build-Out

	Residential	Office	Retail	Restaurants	Hotel
Projected Development (sf) /1	1,000,000	40,000	37,500	50,000	806,375
Total Construction Costs per SF	$ 220.94	$ 196.62	$ 130.97	$ 130.97	$ 179.96
Total Costs	$ 220,944,750	$ 7,864,700	$ 4,911,272	$ 6,548,363	$ 145,111,213
Minus Homestead Exemption /2	*$ 10,000,000*				
Assessed Values	$ 210,944,750	$ 7,864,700	$ 4,911,272	$ 6,548,363	$ 145,111,213
X Ft. Lauderdale Property Tax Rate /3	0.00543	0.00543	0.00543	0.00543	0.00543
Ft. Lauderdale Property Taxes	$ 1,145,704	$ 42,716	$ 26,675	$ 35,566	$ 788,143
X Other Property Tax Rate /4	0.01529	0.01529	0.01529	0.01529	0.01529
Other Property Taxes	$ 3,226,147	$ 120,281	$ 75,112	$ 100,149	$ 2,219,302
Total Property Taxes	**$ 4,371,851**	**$ 162,997**	**$ 101,787**	**$ 135,715**	**$ 3,007,444**

NOTES:
1/ Reflects the mean sf of the projected range of demand
2/ Homestead exemption reflects $25,000 per owner-occupied unit
3/ 2006 Rate
4/ Other taxing agencies in Broward County include the County Services, Broward County School Board, the South Florida Water Management District, Children's Services, and Florida Inland Navigation District
All values are 2007 Dollars

Source: RS Means 2007; Florida Department of Revenue; City of Fort Lauderdale; Economics Research Associates, May 2008.

Economic Stimulus Created by Public Improvements

In ERA's experience in redevelopment and revitalization projects across the United States, typical ratios of public investment that subsequently leverage short-term private investment generally falls in the range of $1:$3. In other words, for every $1 in public investment, $3 in private investment is typically generated within the first five or so years. Over time, particularly in healthy real estate markets across the United States, this leverage ratio can be substantially higher, and may reach $1:$12 at stabilization.

While it is beyond the scope of this study to provide detailed financial feasibility studies, Table 3 below conservatively estimates development value in the range of $385 million of the market-supportable uses measured in the market analysis. If the City of Fort Lauderdale undertakes public investment for each of the key initiatives identified in the master plan (which are estimated at $80.8 million in 2008 dollars), this would reflect leverage ratios in the range of $1:$5—above that which is typical in the early years of redevelopment across the United States because of the high assessed (development) values created by anticipated lodging/ condominium hotel development.

Table 3: Annual Additional Benefits, At Build-Out

	Residential	Office	Retail	Restaurants	Hotel
Employment					
New Residents/Employees /1	900	200	94	125	191
Average Annual Wage/ 2	$ 58,315	$ 50,080	$ 29,883	$ 16,472	$ 27,249
Sales Tax					
Total Sales			$ 24,578,597	$ 46,292,430	$77,973,616
Tax Rate			6.0%	6.0%	6.0%
Annual Sales Tax (State)			**$ 1,474,716**	**$ 2,777,546**	**$ 4,678,417**
Business Tax					
County Rate		$ 37.50	$ 45.00	$ 90.00	$ 2.25
Per		Employee	Establishment	Establishment	Room
# /3		200	13	10	986
Total County Business Tax Receipts		**$ 7,500**	**$ 563**	**$ 900**	**$ 2,219**
City Rate	$ 6.30	$ 157.50	$ 157.50	$ 84.00	$ 6.30
Per	Apartment	Establishment	Establishment	Establishment	Room
# /3	300	16.00	13	10	986
Total City Business Tax	**$ 1,890**	**$ 2,520**	**$ 1,969**	**$ 840**	**$ 6,212**
Lodging Tax					
Rooms					986
Estimated Total Rooms Revenue					$ 56,327,526
Tax Rate					5.0%
Annual Lodging Tax					**$ 2,816,376**
Total Estimated Annual Impact to:					
City	$ 1,890	$ 2,520	$ 1,969	$ 840	$ 6,212
County	$ -	$ 7,500	$ 563	$ 900	$ 2,818,595
State	$ -	$ -	$ 1,474,716	$ 2,777,546	$ 4,678,417

TIF Revenues at Buildout

Estimated development value in the range of $385 million for the uses identified in the market analysis has the potential to create significant TIF revenues. However, in order to estimate TIF revenues at buildout, a more detailed financial analysis—for both income properties as well as for-sale uses—will be required. The analysis will require specific information on a number of key assumptions, including:

- Annual deliveries/absorption
- Commercial rents and residential for-sale prices
- Number of residential properties receiving the City's homestead exemption, and
- Location and current use of redevelopment sites to derive (and net out) current assessed values

Initial Steps for Implementation

Achieving the long-term vision of a thriving and dynamic Central Beach will require that the implementation process begin immediately. Below is a description of the recommendations that should be implemented during the first year following the Plan's adoption. These recommendations include regulatory initiatives and further analyses of public improvements.

Regulatory Initiatives

1. Amend the City's Comprehensive Plan to include the Master Plan
2. Amend the City's ULDR to include the Plan and zoning district modifications
3. Identify staff responsible for implementation of the Master Plan

Design and Feasibility Analyses

1. Review funding recommendations to determine potential funding sources and initiate the following short term public enhancements: Las Olas Beach Plaza and Channel Square
2. Initiate design of Oceanside Plaza and DC Alexander Plaza
3. Expand water taxi stops to include Las Olas Boulevard, Sebastian Street and Riomar Street
4. Increase public access along the Intracoastal Waterway
5. Establish event programming for public spaces
6. Expand trolley route
7. Determine cost for Birch Road median improvements
8. Examine the financial feasibility of acquiring underutilized parcels north of Alhambra Street in the North Beach Neighborhood District

NOTES:

1/ Number of residents are calculated by new units X Central Beach 2012 Avg HH Size (1.5); Office= new sf/200 sf/emp; retail= new retail sf/400 sf/emp; restaurant = new restaurant sf/400 sf/emp; hotels are based on 24.1% of total hotel revenue/avg salary

2/ Wage data from the Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program (QCEW). Released November 2007. Office worker data is based on a weighted average of industries based on the share of office users in that industry and its concentration in Broward County

3/ Number of establishments were estimated by dividing total square feet per use by: 2,500 sf per office est., 3,000 sf per retail est., 5,000 sf per restaurant

All values are 2007 Dollars

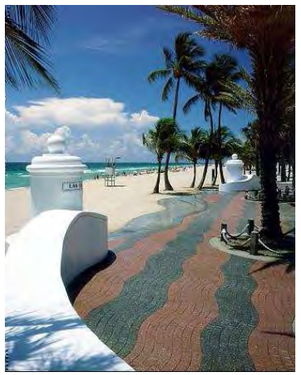
Source: State of Florida; Broward County; City of Fort Lauderdale; 2007 PKF Trends in the Hotel Industry; Economics Research Associates, May 2008.

Appendix

ERA
Economics Research Associates

Final Report

Market & Economic Analysis
for the
Central Beach Master Plan



Prepared for

Sasaki Associates, Inc
Watertown, MA

On Behalf of

The City of Fort Lauderdale
Fort Lauderdale, FL

Submitted by

ERA

November 2008

ERA Project No. 17500

1101 Connecticut Avenue, NW Suite 750
Washington, DC 20036
202.496.9870 FAX 202.496.9877 www.econres.com
Los Angeles San Francisco San Diego
Chicago Washington DC London New York

ERA

Table of Contents

ERA

Index of Tables/Figures

ERA

ERA

General & Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible. These data are believed to be reliable. This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the market and the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or any other data source used in preparing or presenting this study.

No warranty or representation is made by Economics Research Associates that any of the projected values or results contained in this study will actually be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Economics Research Associates" in any manner without first obtaining the prior written consent of Economics Research Associates. No abstracting, excerpting or summarizing of this study may be made without first obtaining the prior written consent of Economics Research Associates. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person, other than the client, without first obtaining the prior written consent of Economics Research Associates. This study may not be used for purposes other than that for which it is prepared or for which prior written consent has first been obtained from Economics Research Associates.

This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.

ERA

I. Executive Summary

Economics Research Associates (ERA) of Washington, D.C. was retained by Sasaki Associates, Inc. by the City of Ft. Lauderdale to prepare a market analysis and implementation strategy for the Central Beach Master Plan.

Central Beach Study Area

The Central Beach Study area is defined as the area bounded by the Atlantic Ocean on the east, the Intracoastal Waterway on the west, Sunrise Boulevard at the north, and Harbor Drive at the south. These borders are the same for the Central Beach Regional Activity Center, a land use designation that allows for a variety of uses. This area contains the following existing zoning designations as well as existing development in the area:

1. South Beach Marina and Hotel Area (SBMHA)
2. Planned Resort Development (PRD)
3. A1A Beachfront Area (ABA)
4. North Beach Residential Area (NBRA)
5. Sunrise Lane Area (SLA)

Figure 1: Study Area Map

Source: Sasaki Associates.

ERA

Market Potentials

The strongest market opportunities for Central Beach over the next five to 10 years are likely to be tied to recent and emerging development patterns in lodging and hotel-condominium uses, as evidenced by current and planned projects such as the W, Hilton and Trump hotels. New hotel rooms and hotel-condominium rooms/units are expected to increase the number of overnight visitors to Central Beach. In turn, higher overnight visitation may enhance market opportunities for new retail and restaurants. However, the extent to which the number of retailers and restaurants on Central Beach expands will also be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like.

In addition, the market analysis suggests limited opportunities exist for other, supporting uses such as for-sale and rental residential and speculative office space. The degree to which these uses are viable will depend on multiple factors, including near-term recovery of the significantly weakened housing market across South Florida and continued job growth in sectors that fuel demand for professional office space. Above all, market opportunities will also be tied to commitments by the City to undertake specific public realm improvements as identified in the plan. These improvements will be critical in leveraging subsequent private-sector investment in specific uses—even more so over the near-term as economic and market conditions remain significantly weakened.

Market potentials for key uses are summarized below:

Speculative Office—**35,000 to 45,000 sq. ft.,** would be considered a minor, supporting use. Office space should be oriented to professional services office tenants that desire a Central Beach address and proximity to the beach lifestyle. Potential locations include the second-floor above street-level retail, such as Las Olas Boulevard and/or in free-standing locations providing amenities such as water views (similar to 515 Seabreeze Boulevard). Adjacent/proximate parking will be necessary.

New Housing—market opportunities for **500 to 800 units** of new housing—both for-sale and high-quality rental—will be largely determined by near-term recovery of the local/regional housing market in South Florida. In addition, site characteristics—particularly land costs—will drive market response to the type and price of new housing. For example, the downturn in for-sale condominium product is fueling greater interest in multi-family rental. However, land costs in specific locations of Central Beach will determine whether multi-family rental units will be financially feasible in the near-term.

Also, amenities such as water views and structured on-site parking are more critical for mid- and high-rise construction than they might be for low-rise, infill townhouses similar to Marbella. Thus, depending on location, new housing on Central Beach is likely to be a combination of form and density.

Resort Hotel & Hotel/Lodging—market opportunities appear strongest for this use because of high occupancy factors and significant growth in the domestic and international visitor market over the past 10 years. The analysis suggests that **225 to 300 resort hotel rooms** and **450 to 1,000 hotel rooms** are market supportable over the next 10 years. Opportunities are predicated on continued growth (albeit at lower rates than in the past) in the number of visitors to Greater Fort Lauderdale. These two categories are distinguished by a greater number of amenities in resort hotel product whereas regular hotel rooms can be located in varying properties ranging from limited-service to business-class to luxury depending on the hotel operator/flag.

General Retail & Restaurants—as noted, market opportunities for supporting retail and food and beverage uses will be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like. Despite estimates of 3.5 to 4.0 million annual visitors to the beach (including overnight and day-trippers), there is surprisingly very little retail inventory on Central Beach (only 142,000 sq. ft., of which 96,000 sq. ft. is located in Beach Place). Thus, visitors represent a key market of overall demand for general retail and restaurants. Market opportunities for general retail and restaurant uses are estimated at roughly **60,000 to 100,000 sq. ft.** over the next 10 years, with the largest share of opportunity captured by food and beverage uses. Notably, however, creation of a dining district will require a cluster of operators (minimum of 10 to 12) offering a range of menu concepts, including family-style sit-down, fast food, casual beach style, and specialty take-out. These uses will require adequate on-site and nearby parking and should be clustered in specific locations to maximize overall marketability and in particular blocks/intersections with the greatest concentrations of potential customer traffic, such as Las Olas and Almond. Locations adjacent to public gathering places—such as the Las Olas Gateway and/or Intracoastal Waterway parcels—will be most marketable.

Further, **ERA does *not* believe that Breakers Avenue is a *primary* location for high-quality retail**. While the market might support a *very limited* amount of retail in this location (in the range of 5,000 to 7,500 sq. ft.), retail and restaurant uses on Breakers Avenue will require: 1) significant customer

traffic from nearby hotels, particularly the W and Hilton as well as the Bonnet House historic site; 2) high visibility, corner locations; 3) A1A pedestrian traffic and beachgoers traversing two or more blocks to reach what is, in effect, a small retail cluster. As a result, this off-center location will not likely achieve threshold retail rents necessary to justify new construction. These limitations will make it more difficult to attract a national retailer that, in turn, drives potential customer traffic necessary to attract local, or mom & pop businesses.

Economic/Financing Challenges

Since the Central Beach Master Plan commenced in mid-2007, significant declines among the national, state and regional (South Florida) economies (ranging from declining property and sales tax revenues, job losses, mortgage and credit crises, housing foreclosures, and debacles on Wall Street) have created tremendous uncertainty among municipalities across the United States about the capacity to fund public realm improvements. Moreover, tax reform legislation in Florida as well as limitations on the use of Tax Increment Financing (TIF) imposed since September 2007 as a result of the Strand v. Escambia County case by the state Supreme Court, have severely impacted opportunities to fund these projects; at a minimum, competition for those limited public funding programs identified in Section V of this report is intense.

TIF Revenues at Buildout

In the Central Beach CRA, TIF revenues from recent new development generate approximately $5 million per year for public realm improvements. However, the CRA expires in 2019 and, while TIF will continue to be generated in the CRA district from current projects through 2019, the City is reluctant to issue bonds based on future new development because, upon expiration in 2019, TIF as a funding source would no longer be available to back-stop any long-term bonds issued in the near future.

Public/private development projects would enhance the tax base of the beach (and the City) and provide *significant* economic benefits. Moreover, they would supplement the current $5 million in annual tax increment (TIF) revenues generated by new development within the Central Beach CRA, but only until the CRA's expiration in 2019. ERA further notes that TIF may be an appropriate financing vehicle for several of the public improvement projects (particularly lower-cost initiatives).

These parcels include the Sebastian/Alhambra site, which could accommodate a 10-floor, 350-room hotel and 500 or more parking spaces (150 spaces would be dedicated to public parking). The City controls the majority of this parcel and an opportunity exists to structure a public-private partnership for mixed-use development. In addition, the second parcel, the Birch Street South parking lot, is a valuable city-owned asset that could be developed to offset costs associated with these public realm improvements. The Birch Street lot can accommodate a 10-floor, 250-room hotel with ground-floor retail; redevelopment provides another opportunity for the City to structure a public-private venture.

Estimated development value in the range of $385 million for the uses identified in the market analysis has the potential to create significant TIF revenues. However, in order to estimate TIF revenues at buildout, a more detailed financial analysis—for both income properties as well as for-sale uses—will be required. The analysis will require specific information on a number of key assumptions, including:

- Annual deliveries/absorption
- Commercial rents and residential for-sale prices
- Number of residential properties receiving the City's homestead exemption, and
- Location and current use of redevelopment sites to derive (and net out) current assessed values.

Potential Funding Strategies

Section V identifies *potential* funding sources that could be used for each of the priority public realm projects identified in the plan. The majority of potential funding sources are grants-in-aid from various Federal or state agencies that will be enormously competitive to secure. ERA notes that **the funding sources identified in Section V are intended to be illustrative and by no means reflect the only sources of possible funding for these initiatives.** Information on various Federal or state grants can be obtained from the Federal Register; www.grants.gov; the Florida League of Cities; Grants Explorer (a fee service); www.FoundationCenter.org; www.HousingFinance.com; and various Federal and state agency websites.

Economic Stimulus Created by Public Improvements

In ERA's experience in redevelopment and revitalization projects across the United States, **typical ratios of public investment that subsequently leverage *short-term* private investment generally falls in the range of $1:$3.** In other words, for every $1 in public investment, $3 in private investment is typically generated within the first five or so years. Over time, particularly in healthy real estate markets across the United States, this leverage ratio can be substantially higher, and may reach $1:$12 at stabilization.

While it is beyond the scope of this study to provide detailed financial feasibility studies, Table 44 conservatively estimates **development value in the range of $385 million** of the market-supportable uses measured in the market analysis. If the City of Fort Lauderdale undertakes public investment for each of the key initiatives identified in the master plan (which are estimated at $80.8 million in 2008 dollars), this would reflect **leverage ratios in the range of $1:$5**—*above* that which is typical in the early years of redevelopment across the United States—because of the high assessed (development) values created by anticipated lodging/condominium hotel development.

Economic Benefits

ERA calculated the likely economic benefits accruing to the City and other relevant levels of government from new development occurring in the study area as measured in the market analysis prepared for the master plan. New development at build-out could expect to generate the following benefits:

- An additional **$2.034 million in annual property taxes for the City**
- An additional $5.7 million in annual taxes generated for other taxing agencies
- New employment by land use, business taxes, annual sales taxes generated by retail, restaurants and hotel, and lodging taxes, including:
    - An estimated 600 new jobs and 900 residents
    - An estimated $8.8 million in annual sales taxes to the State of Florida from retail, restaurants and hotel rooms

- Additional business taxes, paid annually by each establishment estimated at more than $11,000 per year

- An estimated $2.76 million in annual lodging taxes generated by new hotel development, which go to Broward County to benefit the Convention and Visitors Bureau and to pay off bonds associated with construction of the convention center.

II. Demographic Characteristics & Economic Profile

ERA prepared a demographic and economic profile of the Central Beach Study Area in comparison to the City of Ft. Lauderdale and Broward County. This "snapshot" illustrates trends and forecasts in fundamental demographic and economic indices designed to measure potential sources of market support for uses at Central Beach, such as residents, employees, and visitors. We examined household incomes, retail spending, existing real estate conditions, and housing market characteristics as a means of guiding our analysis of market potentials for new housing, retail, workplace, cultural, visitor-serving, marine-related, and other kinds of uses. It also aided in identifying niche opportunities that complement Central Beach's location and physical characteristics and subsequent strategies for plan implementation.

ERA utilized a number of public and private data sources for this profile, including the U.S. Census Bureau; the U.S. Bureau of Labor Statistics; U.S. Department of Housing and Urban Development; Florida Agency for Workforce Innovation (AWI); the City of Ft. Lauderdale; Woods & Poole, Inc.; ESRI Business Analyst; the Internal Revenue Service Statistics of Income; Smith Travel Research; the Greater Ft. Lauderdale Convention & Visitors Bureau; and others.

Population & Household Growth

Residents provide a consistent level of support for businesses and are the backbone of any community. Examining patterns of growth and expected growth can indicate the market for new housing, places of employment, and retail/services in the coming years. It also paints a picture of the relative attractiveness and economic viability of an area. Table 1 shows the population growth from 2000-2012 and Table 2 shows the household growth during the same period.

- Broward continues to grow. Since 2000, it has added 178,400 new residents, bringing the population to 1.8 million in 2007, an 11 percent increase.

- According to ESRI data, the City's population has jumped 8 percent—or 12,000 residents—from 2000 to 2007, bringing the population to 164,000 living in 73,000 households. The City Water and Wastewater Master Plan estimates 181,095 residents in 2007. The difference in projections is likely due to annexation that occurred after the 2000 Census. ESRI bases their data on Census 2000 geographies.

ERA

- Citywide forecasts by ESRI suggest 8,000 new residents in 3,500 new households between 2007 and 2012. The City forecasts a total of 199,000 residents in 2015 and 238,000 in 2030 in its water and wastewater plan.
- In 2007, the Central Beach study area contains 2,900 full-time residents in 1,825 households, which represents 2.5 percent of all City households.
- The Beach's population grew at a slightly faster pace than the City and County between 2000 and 2007—a compound annual growth rate (CAGR) of 1.8 percent versus 1.3 percent and 1.6 percent, respectively. Between 2007 and 2012, the rate is expected to curtail somewhat to 1.1 percent at the Beach and in the County and to 0.9 percent in the City.
- Households at the Beach are smaller than those in the City— average household size is 1.50 vs. 2.51 citywide, reflecting a greater number of elderly, single households.
- If forecasts prove true, nominal household growth suggests that new residential development on the Beach will be limited over the next five years, with the addition of an estimated 105 households.
- Forecasts by the Broward County Metropolitan Planning Organization suggest that the traffic analysis zones (TAZs) comprising Central Beach will grow by 896 residents and 448 households between the base year of 2006 and 2030. The pace of growth varies among the TAZs, but overall the area is expected to keep pace with the expected CAGR seen in the ESRI data—1.2 percent in population and 0.9 percent in households. This will result in an expected 32 percent increase in population and a 24 percent increase in population during that time period.

ERA

Table 1: Population Growth, 2000-2012

	Study Area	% of Co.	Ft. Lauderdale	% of Co.	Broward County
Population					
2000	2,662	0.2%	152,397	9.4%	1,623,018
2007	2,929	0.2%	164,054	9.1%	1,801,370
2012	3,096	0.2%	172,124	9.0%	1,912,070
Change (#)					
2000-2007	267	0.1%	11,657	6.5%	178,352
2007-2012	167	0.2%	8,070	7.3%	110,700

Source: ESRI; Census 2000; Economics Research Associates, November 2007

Table 2: Population Forecasts, City of Ft. Lauderdale, 2005-2030

	2005	2006	2007	2010	2015	2020	2025	2030
Fort Lauderdale	177,635	178,642	181,095	186,287	198,983	212,571	227,225	237,920

Source: Fort Lauderdale Water and Wastewater Master Plan; Broward County; Economics Research Associates, 2007.

Table 3: Population Forecasts, Broward County, 2005-2030

	2005	2006	2007	2010	2015	2020	2025	2030
Broward County	1,745,917	1,771,714	1,799,112	1,880,842	2,011,163	2,129,760	2,225,298	2,293,306

Source: Broward County; Economics Research Associates, 2007.

ERA

Table 4: Household Growth, 2000-2012

	Study Area	Ft. Lauderdale	Broward County
Households			
2000	1,669	68,468	654,445
2007	1,826	73,178	709,373
2012	1,931	76,708	747,674
HH Change (#)			
2000-2007	157	4,710	54,928
2007-2012	105	3,530	38,301
HH CAGR 1/			
2000-2007	1.8%	1.3%	1.6%
2007-2012	1.1%	0.9%	1.1%
HH Size			
2000	1.47	2.14	2.45
2007	1.49	2.17	2.51
2012	1.50	2.18	2.53

1/ Compound Annual Growth Rate

Source: ESRI; Census 2000; Economics Research Associates, November 2007

Table 5: Population & Household Forecasts by Traffic Analysis Zone, 2006-2030

Population

							2006-2030 Growth		
TAZ	2006	2010	2015	2020	2025	2030	#	%	CAGR
311	328	348	390	433	472	494	166	51%	1.7%
312	0	0	0	0	0	0	0	n/a	n/a
313	2,165	2,357	2,443	2,534	2,629	2,723	558	26%	1.0%
314	289	305	314	327	337	362	73	25%	0.9%
900	21	59	82	104	118	120	99	471%	7.5%
	2,803	3,069	3,229	3,398	3,556	3,699	896	32%	1.2%

Households

							2006-2030 Growth		
TAZ	2006	2010	2015	2020	2025	2030	#	%	CAGR
311	227	239	262	285	309	321	94	41%	1.5%
312	0	0	0	0	0	0	0	n/a	n/a
313	1,433	1,529	1,565	1,606	1,652	1,702	269	19%	0.7%
314	184	192	196	203	208	221	37	20%	0.8%
900	14	34	45	55	61	62	48	343%	6.4%
	1,858	1,994	2,068	2,149	2,230	2,306	448	24%	0.9%

Source: City of Ft. Lauderdale; Economics Research Associates, December 2007.

ERA

Figure 2: Central Beach Traffic Analysis Zones (TAZ)

Source: Broward County Metropolitan Planning Organization

Age Characteristics

The age of the population has important implications about lifestyle and housing choices as well as the need for various types of services. Table 6 illustrates the projected change in age cohorts between 2007 and 2012. The data indicate that:

- South Florida and Ft. Lauderdale continue to be attractive as a retirement destination.
- The Central Beach Study Area contains a larger share of retirees and elderly compared to the City, suggesting that household turnover will increase over next 5 years and reinforcing its status as a destination for retirees.
- Central Beach's largest age cohort—containing 16.4 percent of the population—is 55-64 years: empty-nesters and "active adults." Over half (56 percent) of the Beach's population is over age 55 and almost 40 percent are over 65.

ERA

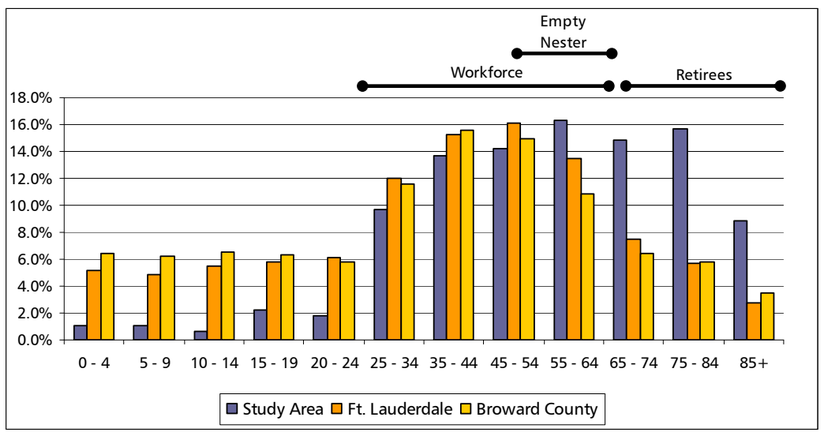
- Central Beach is expected to draw an increasing number of empty-nesters, and therefore high-quality housing and amenities will be critical

Table 6: Population by Age, 2007-2012

	Study Area				Ft. Lauderdale				Broward County			
Age	2007	2012	%	CAGR	2007	2012	%	CAGR	2007	2012	%	CAGR
0 - 4	32	31	-3.1%	-0.6%	8,478	9,022	6.4%	1.3%	115,300	124,081	7.6%	1.5%
5 - 9	32	22	-31.3%	-7.2%	7,916	7,819	-1.2%	-0.2%	111,809	113,135	1.2%	0.2%
10 - 14	18	36	100.0%	14.9%	8,903	8,026	-9.9%	-2.1%	118,490	117,687	-0.7%	-0.1%
15 - 19	66	67	1.5%	0.3%	9,416	9,565	1.6%	0.3%	114,574	115,618	0.9%	0.2%
20 - 24	52	37	-28.8%	-6.6%	9,954	11,967	20.2%	3.8%	105,087	120,784	14.9%	2.8%
25 - 34	283	163	-42.4%	-10.4%	19,743	20,276	2.7%	0.5%	208,282	228,106	9.5%	1.8%
35 - 44	400	376	-6.0%	-1.2%	24,986	22,344	-10.6%	-2.2%	280,176	252,387	-9.9%	-2.1%
45 - 54	416	541	30.0%	5.4%	26,458	27,480	3.9%	0.8%	270,170	298,498	10.5%	2.0%
55 - 64	479	496	3.5%	0.7%	22,090	25,443	15.2%	2.9%	195,740	233,512	19.3%	3.6%
65 - 74	434	503	15.9%	3.0%	12,271	15,496	26.3%	4.8%	116,050	136,140	17.3%	3.2%
75 - 84	458	495	8.1%	1.6%	9,354	9,515	1.7%	0.3%	103,545	100,799	-2.7%	-0.5%
85+	259	329	27.0%	4.9%	4,484	5,171	15.3%	2.9%	62,147	71,323	14.8%	2.8%
Total Population	2,929	3,096	5.7%	1.1%	164,053	172,124	4.9%	1.0%	1,801,370	1,912,070	6.1%	1.2%
Median Age	58.2	61.1			42.2	43.8			39.9	40.8		

Source: ESRI; Census 2000; Economics Research Associates, November 2007

Figure 3: Population by Age, 2007



ERA

Figure 4: Population by Age, 2012

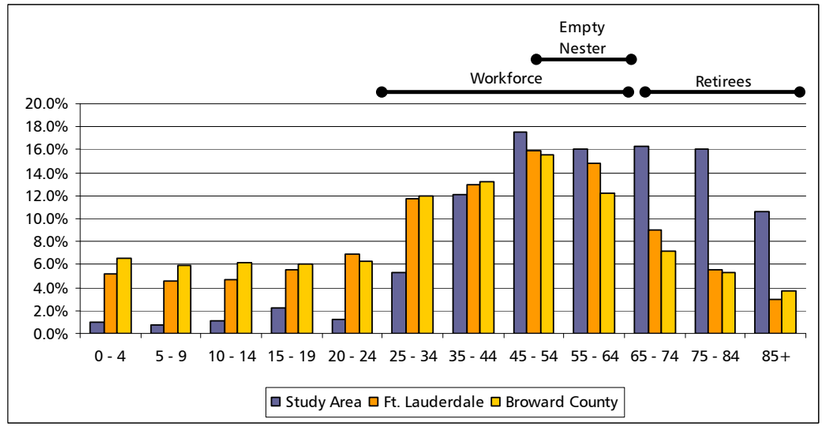
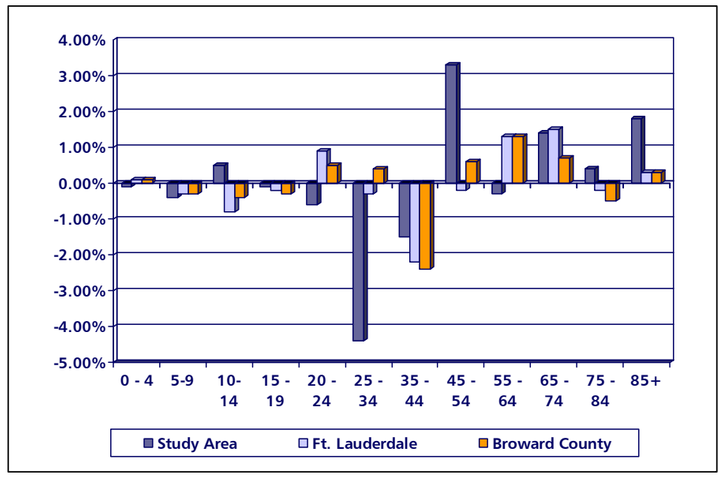


Figure 5: Change in Share of Population by Age



ERA

Household Migration

ERA uses data collected by the Internal Revenue Service Statistics of Income to estimate the number of households moving to or from Broward County and to identify the source counties for new residents. This data tracks the location from which residents file their tax returns and uses this information to illustrate changes in population (exemptions) and households (returns). This data is very helpful in indicating the potential depth of demand for the overall market and to give further information on the geographic, demographic, economic, and lifestyle characteristics of customers for new residences in an area. In some areas, this data is a more accurate representation of actual new households than in others. It is particularly limited in areas where second homes are popular—such as in Broward County and South Florida in general—because residents can file their tax returns from their primary residence one year and from the second home the next and vice versa. While this information may have limitations, it remains helpful in identifying and characterizing potential markets in addition to the demographic data presented elsewhere in this report.

- Broward County has consistently had net in-migration with the exception of the last tax year for which statistics were available (2005-2006).
- Non-Florida new residents are most likely to come from New York, particularly in counties in and around New York City and from other "snowbird" areas such as Chicago (Cook County).
- All of the top states for in-migration are from cold climate areas, and appealing to these second home and migrating retiree markets remains essential.
- There is also moving occurring within Florida and the region, which is a market that should not be ignored.

Table 7 : Net In-Migration to Broward County, 2000-06 (000s)

	'99-'00	'00-'01	'01-'02	'02-'03	'03-'04	'04-'05	'05-'06
Inflow	44.5	45.7	45.8	45.3	47.0	48.2	44.0
Outflow	(37.8)	(38.9)	(40.6)	(43.0)	(43.6)	(44.3)	(49.0)
Net Migration	**6.7**	**6.8**	**5.3**	**2.3**	**3.4**	**3.9**	**(5.0)**

Source: IRS Statistics of Income; Economics Research Associates, November 2007.

ERA

Figure 6: Net In-Migration to Broward County, 2000-06

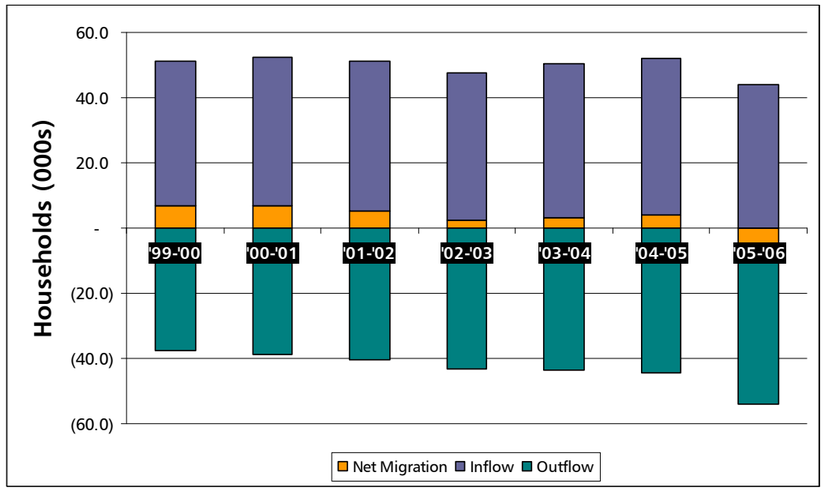


Table 8: Top Counties for In-Migration to Broward County, 2000-06

		Household In-Migration							Total	
Source County	**Rank**	**99-'00**	**'00-'01**	**'01-'02**	**'02-'03**	**'03-'04**	**'04-'05**	**'05-'06**	**Avg**	**#**
Miami Dade, FL	1	0	-	14,030	14,393	14,497	14,751	13,050	10,103	70,721
Palm Beach, FL	2	4581	4,510	4,519	4,499	4,459	4,835	4,697	4,586	32,100
Queens , NY	3	894	919	1,034	945	1,064	1,140	910	987	6,906
Orange, FL	4	684	708	695	765	851	758	807	753	5,268
Kings , NY	5	675	677	735	722	836	839	707	742	5,191
Nassau , NY	6	474	505	526	519	538	574	469	515	3,605
Hillsborough, FL	7	507	514	487	514	474	522	488	501	3,506
Cook , IL	8	488	551	528	517	523	461	410	497	3,478
New York , NY	9	377	385	431	426	480	493	394	427	2,986
Suffolk , NY	10	361	425	447	410	435	451	421	421	2,950
Bronx , NY	11	331	364	326	410	406	419	360	374	2,616
Los Angeles , CA	12	333	358	327	326	369	360	351	346	2,424
Pinellas, FL	13	342	364	299	308	323	283	272	313	2,191
Duval, FL	14	322	326	316	263	318	288	308	306	2,141
Total		**10,369**	**10,606**	**24,700**	**25,017**	**25,573**	**26,174**	**23,644**		**112,070**
% of Total In-Migration		**23.3%**	**23.2%**	**53.9%**	**55.2%**	**54.4%**	**54.3%**	**53.7%**		**35.0%**
Total In-Migration from Top 20 Counties		**10,369**	**10,606**	**24,700**	**25,017**	**25,573**	**26,174**	**23,644**		**112,070**
Migration from Other Counties and Foreign		**34,085**	**35,128**	**21,122**	**20,312**	**21,431**	**21,991**	**20,372**		**208,454**
Total In-Migration		**44,454**	**45,734**	**45,822**	**45,329**	**47,004**	**48,165**	**44,016**		**320,524**

Source: IRS Statistics of Income; Economics Research Associates, November 2007

ERA

Table 9: Top States for Net Migration to Broward County, 2000-06

State	Rank	2000-2006 Total /1
New York	1	16,547
New Jersey	2	4,971
Massachusetts	3	2,376
Illinois	4	2,011
Pennsylvania	5	1,262
Total, Top 5		**27,167**

1/ Annual data does not include counties which had less than 10 households migrate to the County

Source: IRS Statistics of Income; Economics Research Associates, November 2007.

Table 10: Top States for In-Migration to Broward County, 2000-06

State	Rank	2000-2006 % of Total	Total /1
Florida	1	43.2%	138,460
New York	2	8.9%	28,623
New Jersey	3	3.1%	9,874
California	4	2.5%	7,979
Georgia	5	1.9%	6,241
Total, Top 5		**59.6%**	**191,177**
Total In-Migration			**320,524**

1/ Annual data does not include counties which had less than 10 households migrate to the County

Source: IRS Statistics of Income; Economics Research Associates, November 2007.

ERA examined several economic data sets to better understand Ft. Lauderdale and Central Beach's position in the market, including household incomes, employment, and visitation. These framed ERA's understanding of current market conditions and provided context to evaluate demand potentials.

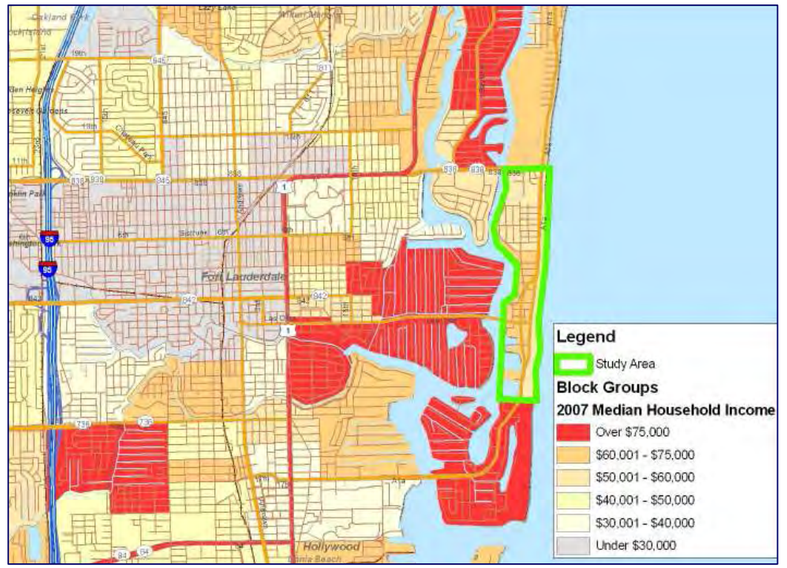
ERA

Household Incomes

Household incomes indicate the relative buying power of resident households which inform demand for retail and services and housing price points for new residential products. Figure 7 shows a map of the area surrounding Central Beach with areas shaded by median household income:

- Median household incomes in Central Beach are lower than in neighborhoods adjacent to the Intracoastal Waterway. To some degree, this reflects the limited amount of residential development and seasonal nature of many residential complexes in the study area. Proximity to higher-income households is an asset, as these households can generate support for businesses in the study area.

Figure 7: Median Household Incomes by Block Group, 2007



- Nonetheless, Central Beach households remain generally affluent with $80,000 average household incomes, higher than the Ft. Lauderdale average (which approximates the U.S. average) of $74,000.

- Over next 5 years, gains are expected in higher-income groups ($100,000-$149,000 and $200,000+) and are expected to increase in the Study Area at a rate faster than that of the City as a whole.

- Increased incomes equal increased retail spending power and will serve to attract additional businesses to the Study Area.

Table 11: Household Income Characteristics, 2007-2012

	Study Area				Ft. Lauderdale				Broward County			
Income	2007	2012	%	CAGR	2007	2012	%	CAGR	2007	2012	%	CAGR
< $15,000	199	177	-11.1%	-2.3%	10,748	9,866	-8.2%	-1.7%	81,805	73,305	-10.4%	-2.2%
$15,000 - $24,999	175	158	-9.7%	-2.0%	8,394	7,063	-15.9%	-3.4%	71,108	60,940	-14.3%	-3.0%
$25,000 - $34,999	175	182	4.0%	0.8%	8,249	7,267	-11.9%	-2.5%	74,184	62,701	-15.5%	-3.3%
$35,000 - $49,999	216	187	-13.4%	-2.8%	10,739	10,503	-2.2%	-0.4%	104,449	99,389	-4.8%	-1.0%
$50,000 - $74,999	503	490	-2.6%	-0.5%	13,424	13,943	3.9%	0.8%	136,962	137,994	0.8%	0.2%
$75,000 - $99,999	191	242	26.7%	4.8%	7,433	8,409	13.1%	2.5%	86,620	89,336	3.1%	0.6%
$100,000 - $149,999	144	227	57.6%	9.5%	7,060	10,504	48.8%	8.3%	89,896	126,607	40.8%	7.1%
$150,000 - $199,999	103	96	-6.8%	-1.4%	2,814	3,308	17.6%	3.3%	32,047	39,927	24.6%	4.5%
$200,000+	120	172	43.3%	7.5%	4,318	5,845	35.4%	6.2%	32,302	57,475	77.9%	12.2%
Total HH	1,826	1,931	5.8%	1.1%	73,179	76,708	4.8%	0.9%	709,373	747,674	5.4%	1.1%
Median ($)	$55,070	$64,433	17.0%	3.2%	$47,588	$56,446	18.6%	3.5%	$53,418	$63,756	19.4%	3.6%
Average ($)	$79,907	$91,619	14.7%	2.8%	$73,938	$87,068	17.8%	3.3%	$74,572	$91,695	23.0%	4.2%

Source: ESRI Business Analyst; Economics Research Associates, November 2007.

Figure 8: Percent of Households by Household Income, 2007

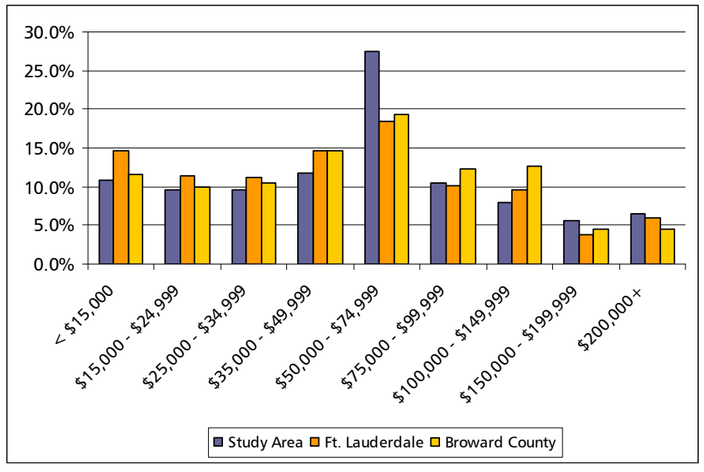
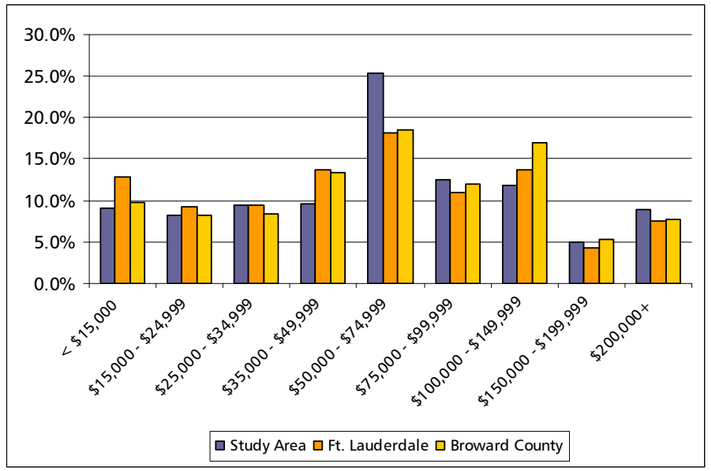


Figure 9: Percent of Households by Household Income, 2012



Employment Trends & Projections

Employment trends reflect the overall health of the local economy and indicate key growth sectors which can drive demand for new services and types of real estate.

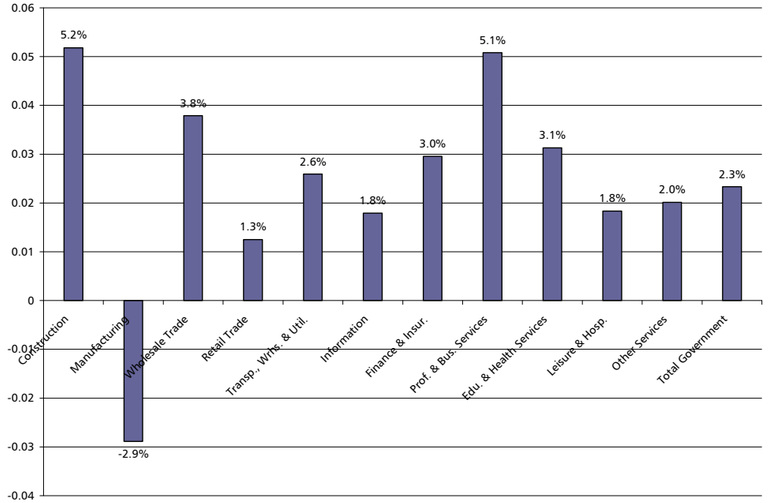
- Between 1996 and 2006, employment in the Ft. Lauderdale Area grew fastest in Construction (5.2 percent CAGR), Professional and Business Services (5.1 percent), and Wholesale Trade (3.8 percent). Manufacturing declined by a CAGR of 2.9 percent per year.

- Since 2001, Broward County has added 84,000 new jobs

- Broward County grew the most percentage-wise in Management (34.1 percent total), Entertainment and Recreation (32.8 percent), Construction (30.3 percent), and Finance and Insurance (25.4 percent).

ERA

Figure 10: Compound Annual Growth of Various Industries, 1996-2006



Source: Florida Agency for Workforce Innovation; Economics Research Associates, November 2007.

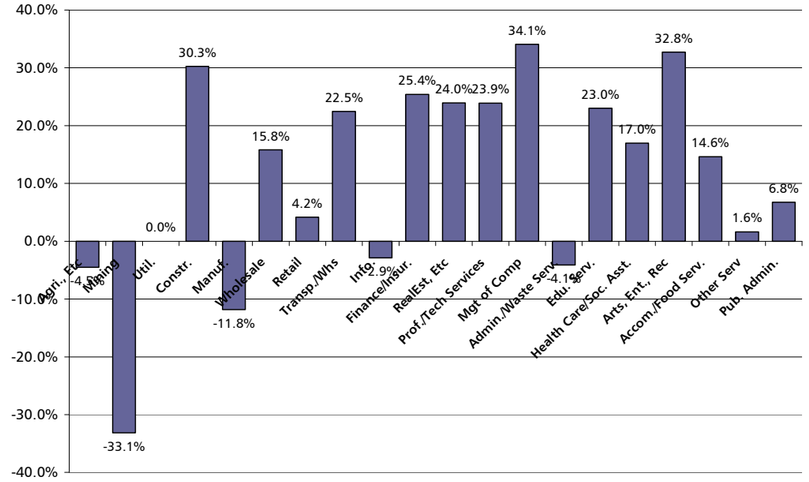
Table 12: Broward County Employment Trends, 2001-06

NAICS Code	Industry	2001	2002	2003	2004	2005	2006	Growth 2001-2006 #	Growth 2001-2006 %	Growth 2001-2006 CAGR /1
11	Agriculture, Forestry, Fishing & Hunting	974	951	872	972	896	930	-44	-4.5%	-0.9%
21	Mining	178	116	106	78	72	119	-59	-33.1%	-7.7%
22	Utilities	0	1,184	0	1,127	1,130	1,179	1179	n/a	n/a
23	Construction	45,376	43,678	44,107	47,809	53,856	59,111	13735	30.3%	5.4%
31-33	Manufacturing	36,093	33,102	30,410	30,043	31,370	31,827	-4266	-11.8%	-2.5%
42	Wholesale Trade	36,446	36,843	36,487	38,682	41,356	42,217	5771	15.8%	3.0%
44-45	Retail Trade	96,812	95,661	94,837	95,576	97,068	100,868	4056	4.2%	0.8%
48-49	Transportation and Warehousing	21,629	21,218	21,945	23,128	26,157	26,486	4857	22.5%	4.1%
51	Information	20,177	19,661	18,964	19,382	21,149	19,595	-582	-2.9%	-0.6%
52	Finance and Insurance	35,099	34,521	36,469	38,700	42,632	44,023	8924	25.4%	4.6%
53	Real Estate and Rental and Leasing	18,275	20,760	20,321	22,347	22,710	22,654	4379	24.0%	4.4%
54	Professional and Technical Services	39,569	41,454	43,639	47,950	48,082	49,020	9451	23.9%	4.4%
55	Management of Companies and Enterprises	4,560	4,886	5,366	5,004	5,839	6,115	1555	34.1%	6.0%
56	Administrative and Waste Services	58,106	60,323	60,648	49,941	55,632	55,721	-2385	-4.1%	-0.8%
61	Educational Services	41,833	43,435	44,803	48,478	51,279	51,464	9631	23.0%	4.2%
62	Health Care and Social Assistance	74,190	78,281	77,926	81,379	84,635	86,795	12605	17.0%	3.2%
71	Arts, Entertainment, and Recreation	10,858	10,837	11,444	13,002	13,412	14,414	3556	32.8%	5.8%
72	Accommodation and Food Services	58,101	60,921	62,090	63,294	67,043	66,607	8506	14.6%	2.8%
81	Other Services, Ex. Public Admin	26,004	25,811	25,053	26,226	26,587	26,425	421	1.6%	0.3%
92	Public Administration	37,762	38,604	39,553	39,726	40,352	40,319	2557	6.8%	1.3%
99	Unclassified	515	1,120	1,469	1,015	1,284	814	299	58.1%	9.6%
Total		**662,557**	**673,367**	**676,509**	**693,859**	**732,541**	**746,703**	**84,146**	**12.7%**	**2.4%**

1/ Compound Annual Growth Rate
Source: Florida Research & Economic Database; Economics Research Associates, November 2007.

ERA

Figure 11: Broward County Employment Growth by Industry, 2001-06



Source: Florida Agency for Workforce Innovation; Economics Research Associates, November 2007.

Employment forecasts are a key indicator of demand for new "workplace" uses such as office space. ERA examined trends and projections as provided by the Florida Agency for Workforce Innovation and Woods & Poole, Inc, a demographic forecasting service.

- The Florida Agency for Workforce Innovation projects that Broward County will add 133,000+ new jobs by 2014.
- According to these projections, the largest percentage of job growth expected in Professional and Business Services.
- In absolute growth, the most jobs are expected to be added to Government; Administrative Support and Waste Management; and Professional, Scientific, and Technical Services.

ERA

- Growth in Professional and Business Services is expected to fuel demand for new "workplace" uses such as office buildings.
- In 2014, Broward County is expected to have a total of 1,007,000 jobs.

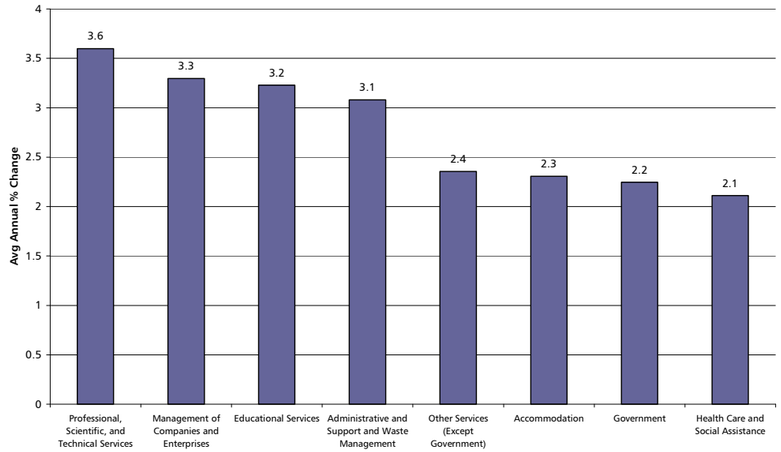
Table 13: Broward County Employment Projections by Industry, 2006-2014

	Employment		Annual Change	
Industry	2006	2014	Total	Percent
Professional, Scientific, and Technical Services	52,530	67,652	1,890	3.60
Management of Companies and Enterprises	6,228	7,870	205	3.30
Educational Services	16,389	20,622	529	3.23
Administrative and Support and Waste Management	72,395	90,234	2,230	3.08
Other Services (Except Government)	32,413	38,518	763	2.35
Accommodation	11,817	13,998	273	2.31
Government	102,763	121,229	2,308	2.25
Health Care and Social Assistance	71,594	83,690	1,512	2.11
Wholesale Trade	46,414	53,470	882	1.90
Construction	55,195	63,493	1,037	1.88
Real Estate and Rental and Leasing	23,328	26,500	396	1.70
Food Services and Drinking Places	55,176	61,961	848	1.54
Retail Trade	100,364	112,353	1,499	1.49
Transportation and Warehousing	23,147	25,761	327	1.41
Financial Activities	67,059	73,398	792	1.18
Self-Employed and Unpaid Family Workers	70,486	76,741	782	1.11
Information	22,044	23,929	236	1.07
Arts, Entertainment, and Recreation	11,926	12,677	94	0.79
Manufacturing	31,446	31,985	67	0.21
Agriculture, Forestry, Fishing and Hunting	889	902	2	0.18
Utilities	1,115	963	(19)	-1.70
Mining	68	41	(3)	-4.96

Source: Florida Agency for Workforce Innovation; Economics Research Associates, 2007.

ERA

Figure 12: Fastest Growing Industries



Source: Florida Agency for Workforce Innovation; Economics Research Associates, November 2007.

Visitors

Ft. Lauderdale is known as a destination primarily for its premier marine businesses and for its beach. Visitors will impact demand for all uses—both in uses specifically designed to serve them, such as hotels, and in services also needed and used by the greater community such as shopping destinations, restaurants, and other services. Understanding this market is important to derive a complete demand picture. The Greater Ft. Lauderdale Convention and Visitors Bureau reports visitor numbers for the entire area (Broward County). Table 14 profiles Ft. Lauderdale visitors, and Figure 13 illustrates how visitation has changed over time. Key findings indicate that:

- Visitors to Fort Lauderdale jumped by 4.2 million since 1996.
- In 2006, Greater Ft. Lauderdale welcomed 10.4 million visitors.
- 44 percent of visitors state "general vacation" as the purpose of their trip.

ERA

- In a survey by the CVB, 12 percent of respondents stated that "beautiful beaches" were a main motivator for their decision to travel to Greater Ft. Lauderdale. This was the second most cited reason. Visiting relatives or friends was first (24 percent).
- 23 percent of respondents to a survey by the CVB stated that the Beach/Waterfront is a primary activity during their stay—the most-reported answer. Shopping (20 percent), Touring/Sightseeing (18 percent), and Fine Dining (16 percent) were the next three most common answers. Boating was a distant fifth at 3 percent (most likely a reflection of the sample).
- International visitors are an increasingly important market segment.
- Visitors to Ft. Lauderdale in 2006 spent $8 billion on goods and services.
- One-third of total visitor spending was on restaurants & entertainment.
- Data on visitor spending at Central Beach are limited. Though no data are available on spending by visitors specifically at Central Beach, of all Broward County communities, the City of Ft. Lauderdale collects the greatest amount of tourist tax revenue (45.8 percent or $10.8 million in 2006). This number reflects an increase of approximately a half-million over 2005.
- Overall, the Fort Lauderdale metro earned $1.6 million more in tourist taxes in 2006 than in 2005 (Table 15). Hollywood Beach increased its share of total County taxes collected by 1.1 percent (to 16%), whereas Ft. Lauderdale lost a one percent share in the 2005-2006 period (from 47% in 2005 to 46% of total taxes in 2006).

ERA

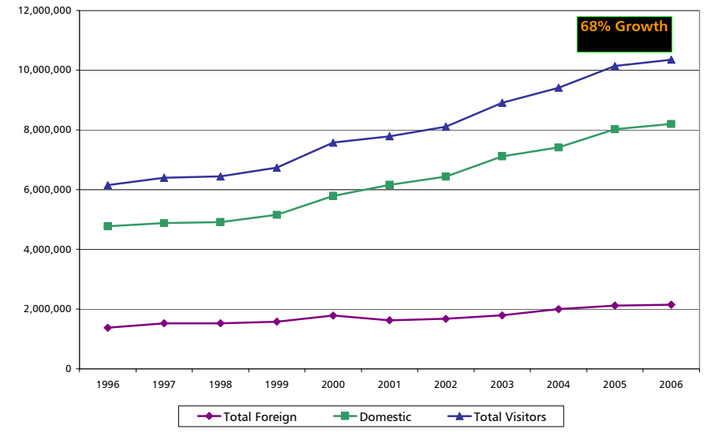
Table 14: Ft. Lauderdale Visitor Profile

Total Visitors	**10,350,112**
Average Age	44 Years
Average Household Income	$78,000
Average Number in Party	2.2
Average Length of Stay	4.9 Nights
Average Expenditures (per person per day)	$146
ACCOMMODATIONS	
Hotel / Motel	48%
Private Home / Other	52%
TRIP PARTY COMPOSITION	
One Adult	27%
Couple (One Male/One Female)	38%
Families	19%
Other	16%
MODE OF TRANSPORTATION	
Air	58%
Non-Air	42%
PURPOSE OF STAY	
Visit Friend/Relative	34%
General Vacation	44%
Business	22%

Source: Greater Ft. Lauderdale Convention and Visitors Bureau; Economics Research Associates, November 2007

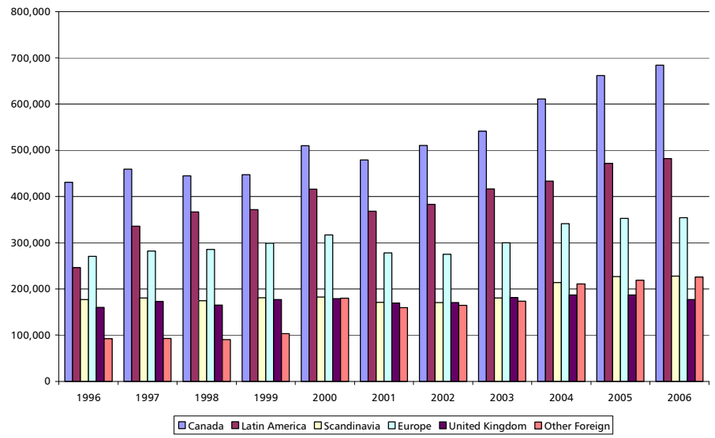
ERA

Figure 13: Ft. Lauderdale Visitor Trends, 1996-2006



Source: Greater Ft. Lauderdale Convention and Visitors Bureau; Economics Research Associates, November 2007.

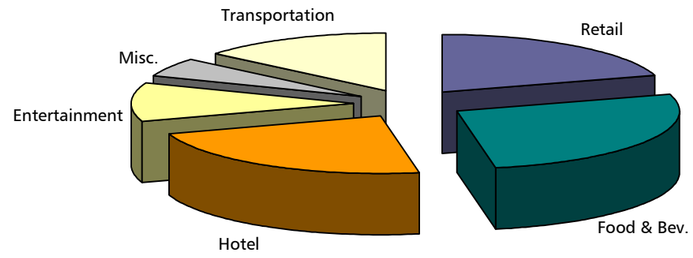
Figure 14: International Visitors to Ft. Lauderdale, 1996-2006



Source: Greater Ft. Lauderdale Convention and Visitors Bureau; Economics Research Associates, November 2007.

ERA

Figure 15: Ft. Lauderdale Visitor Spending



Total Spending 2006: **$8,769,688,060**

Source: Greater Ft. Lauderdale Convention and Visitors Bureau; Economics Research Associates, November 2007

Table 15: Tourist Tax Collections, 2005-2006

	2005		2006	
	$	%	$	%
Ft. Lauderdale	$ 10,305,321	47%	$ 10,816,768	46%
Hollywood	$ 3,302,000	15%	$ 3,799,954	16%
Other	$ 8,389,221	38%	$ 8,989,631	38%
Total	$ 21,996,542	100%	$ 23,606,353	100%

Source: Broward County Revenue Collection Division; Economics Research Associates, 2007.

ERA

III. Real Estate Market Overview

ERA examined housing and commercial market characteristics in Central Beach, Ft. Lauderdale and Broward County in order to understand residential pricing and absorption among various for-sale and rental products as well as market characteristics of office and retail uses in selected submarkets.

This section of the report analyzes inventory and building permit activity; single family and condominium sales; historical development trends; and, other appropriate potential market characteristics as they affect overall residential and commercial development opportunities at Central Beach.

Residential

Building Permit Trends

ERA examined building permit activity in Ft. Lauderdale and Broward County to understand the pace of new housing development, by specific product (i.e., single-family, condominiums, etc.), and to understand local and regional residential development trends. Table 16 summarizes permit activity for Ft. Lauderdale and Broward County for 1995—2006.

- The City's housing boom generated 8,500 building permits between 1996 and 2006 at an annual pace of approximately 700 per year.
- New residential development has been clustered in the Central Business District and in neighborhoods across City; traditional residential development has been limited on the beachfront.
- The nationwide slowing of the housing market has also reached South Florida and the Ft. Lauderdale area. Since 2005, there has been limited absorption, as well as delayed or cancelled projects.

ERA

Table 16: Building Permit Trends, 1995-2006

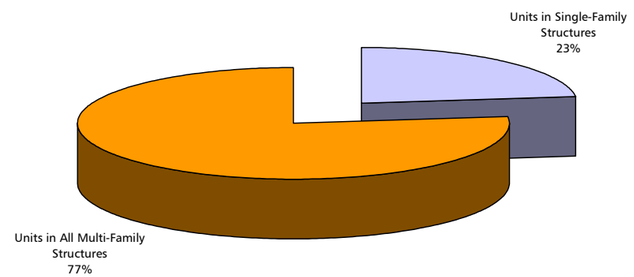
						1995-1999		
							Growth	
Jurisdiction	1995	1996	1997	1998	Total	Rate	CAGR
Broward Co.	12,870	14,419	12,981	12,483	52,753	-3.0%	-1.0%
Ft. Lauderdale	66	364	573	431	1,434	553.0%	86.9%

					1999-2002		
						Growth	Avg Annual Growth
	1999	2000	2001	2002	Total	Rate	Rate
Broward Co.	12,013	11,970	10,761	12,028	46,772	0.1%	0.0%
Ft. Lauderdale	1,291	594	475	2,923	5,283	126.4%	31.3%

					2003-2006		
						Growth	Avg Annual Growth
	2003	2004	2005	2006	Total	Rate	Rate
Broward Co.	8,218	8,709	6,951	6,716	30,594	-18.3%	-6.5%
Ft. Lauderdale	713	1,510	1,050	1,310	4,583	83.7%	22.5%

Source: U.S. Department of Housing and Urban Development; Economics Research Associates, November, 2007.

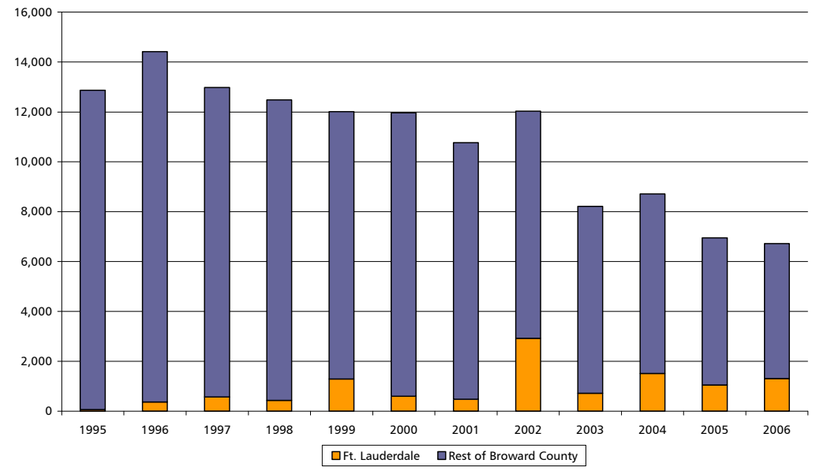
Figure 16: Ft. Lauderdale Building Permits by Type



Source: U.S. Department of Housing and Urban Development; Economics Research Associates, November, 2007.

ERA

Figure 17: City's Share of County Total Building Permits, 1995-2006



Source: U.S. Department of Housing and Urban Development; Economics Research Associates, November, 2007.

Housing Sales

- According to statistics by the South Broward Board of Realtors, the pace of sales for both single family and condominiums on the Beach in 2007 slowed substantially from 2006.
- The sales prices of single family homes in the Beach area also fell, while condominium prices increased by 2 percent.
- In 2007, sales of single family homes yielded 89.7 percent of the asking price, while condominiums yielded 91.7 percent of the asking price.

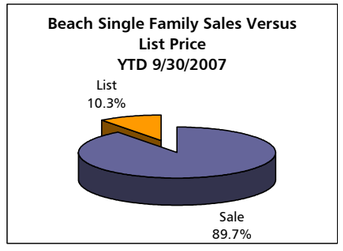
ERA

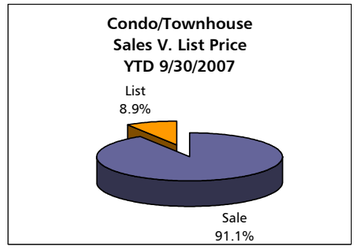
Table 17: Single Family & Condominium Unit Sales, 2006-07

Single Family (Thru 9/30)	No. of Sales	Average Sales Price
2006	20	$ 1,937,800
2007	10	1,197,255
Change:	**(10)**	**$ (740,545)**
%	**-50.0%**	**-38.2%**
Condominiums/TH/Villas (Thru 9/30)		
2006	126	$ 521,916
2007	90	532,147
Change:	**(36)**	**$ 10,231**
%	**-28.6%**	**2.0%**

Statistics are for "Area 3160," which includes areas east of the Intracoastal Waterway, from Oakland Park Blvd to the end of the barrier island in the south. Data include both new and resale properties as listed on the MLS.
Source: South Broward Board of Realtors MLS Comparison Report, October 1, 2007; Economics Research Associates, November 2007

Figure 18: Beach Sales Prices vs. List Prices, 2006-07





Note: Statistics are for "Area 3160," which includes the area east of the Intracoastal from Oakland Park Blvd in the North to the end of the barrier island in the south, and include both new and resale properties listed on the MLS. Not all properties are listed on the MLS.

Source: South Broward Board of Realtors MLS Comparison Report, October 1, 2007; Economics Research Associates, November 2007

ERA

Hospitality/Lodging

Because of Ft. Lauderdale's destination status, hotel uses are vital to the area's economy and are also a potential use as Ft. Lauderdale's beach expands to meet new needs. To gauge the performance of the hotel market in Central Beach, ERA selected several newer beach-front properties, as seen in Table 15, and received aggregated data from Smith Travel Research about their performance.

- The beachfront characterized by large, full-service, higher-end facilities.
- North Beach is dominated by B&Bs, independents, and small properties facing redevelopment pressure.
- Sustained occupancies of 73 percent meet financing thresholds for "flag" properties.
- Strong occupancies, high rates fueling construction of condo-hotels — 700 new rooms delivered since 2000 (St. Regis, Atlantic, Pelican, Renaissance)
- Trump Hotel — 298 condo-hotel rooms scheduled for 2009 delivery
- The Beach has several key opportunity factors, including natural and manmade amenities, captive visitor market, and delegates attending events at the Convention Center.

ERA

Table 18: Central Beach Hotel Sample

Facility	Rooms	% of Sample
St Regis Fort Lauderdale	186	5.7%
Luxury Collection The Atlantic	111	3.4%
Sheraton Hotel Yankee Trader	459	14.2%
Pelican Grand Beach Resort	156	4.8%
Holiday Inn Express Hotel Fort Lauderdale Cnvntn Center	78	2.4%
Renaissance Fort Lauderdale Hotel	233	7.2%
Bahia Mar Beach Resort	296	9.1%
Sheraton Hotel Yankee Clipper	500	15.4%
Hyatt Regency Pier 66	380	11.7%
Lago Mar Resort Club	204	6.3%
Marriott Harbor Beach Resort	637	19.7%
	3,240	**100.0%**

Source: Smith Travel Research; Economics Research Associates, November 2007

	2001	2002	2003	2004	2005	2006	Avg. Ann'l Growth: 2001-2006
Performance Characteristics							
Available Roomnights (Supply)	989,295	1,017,255	1,017,255	1,045,607	1,122,740	1,122,740	**2.6%**
Occupied Roomnights (Demand)	649,682	654,915	687,356	761,433	807,968	818,268	**4.7%**
Annual Occupancy (%)	65.7%	64.4%	67.6%	72.8%	72.0%	72.9%	**2.1%**
Average Daily Rate	$ 157.95	$ 152.63	$ 150.70	$ 151.58	$ 167.43	$ 182.47	**2.9%**
Revenue/Available Room 1/	$ 103.73	$ 98.26	$ 101.83	$ 110.39	$ 120.49	$ 132.98	**5.1%**
Year-to-Year % Growth							
Annual Occupancy	-	(2.0%)	5.0%	7.8%	(1.2%)	1.3%	
Average Daily Rate	-	(3.4%)	(1.3%)	0.6%	10.5%	9.0%	
Revenue/Available Room	-	(5.3%)	3.6%	8.4%	9.2%	10.4%	

(1) Revenue per available room is the best measure of year-to-year growth because it considers simultaneous changes in both room rate and annual occupancy levels.

Source: Smith Travel Research; Economics Research Associates, November 2007

Table 19: Central Beach Hotel Market Performance, 2001-06

ERA

Table 20: Central Beach Hotel Room Inventory, 2001-06

	2001	2002	2003	2004	2005	2006	AVG. ANN'L GROWTH
January	79,174	86,397	86,397	86,397	95,356	95,356	3.8%
February	71,512	78,036	78,036	78,036	86,128	86,128	3.8%
March	79,174	86,397	86,397	86,397	95,356	95,356	3.8%
April	76,620	83,610	83,610	83,610	92,280	92,280	3.8%
May	86,397	86,397	86,397	86,397	95,356	95,356	2.0%
June	83,610	83,610	83,610	86,640	92,280	92,280	2.0%
July	86,397	86,397	86,397	89,528	95,356	95,356	2.0%
August	86,397	86,397	86,397	89,528	95,356	95,356	2.0%
September	83,610	83,610	83,610	86,940	92,280	92,280	2.0%
October	86,397	86,397	86,397	89,838	95,356	95,356	2.0%
November	83,610	83,610	83,610	86,940	92,280	92,280	2.0%
December	86,397	86,397	86,397	95,356	95,356	95,356	2.0%
Annual:	**989,295**	**1,017,255**	**1,017,255**	**1,045,607**	**1,122,740**	**1,122,740**	**2.6%**
Annual % Change:	**-**	***2.8%***	***0.0%***	***2.8%***	***7.4%***	***0.0%***	

Source: Smith Travel Research; Economics Research Associates, November 2007

	2001	2002	2003	2004	2005	2006	AVG. ANN'L GROWTH
January	59,211	57,896	55,798	61,105	72,718	70,627	3.6%
February	63,407	63,996	64,921	69,572	71,803	73,845	3.1%
March	64,645	67,953	65,222	76,374	87,233	86,265	5.9%
April	62,348	57,478	64,451	72,931	78,158	79,030	4.9%
May	62,016	57,293	57,482	60,454	72,035	71,187	2.8%
June	58,807	48,847	54,744	58,991	66,023	64,304	1.8%
July	54,360	51,903	56,323	68,434	72,595	70,941	5.5%
August	52,886	56,848	54,805	62,100	60,439	58,710	2.1%
September	31,042	40,920	43,888	43,609	53,151	48,037	9.1%
October	46,607	50,725	56,900	66,503	44,655	58,645	4.7%
November	47,882	50,628	57,265	58,944	66,588	68,234	7.3%
December	46,471	50,428	55,557	62,416	62,570	68,443	8.1%
Annual:	**649,682**	**654,915**	**687,356**	**761,433**	**807,968**	**818,268**	**4.7%**
Annual % Change:	**-**	***0.8%***	***5.0%***	***10.8%***	***6.1%***	***1.3%***	

Source: Smith Travel Research; Economics Research Associates, November 2007

Table 21: Central Beach Hotel Occupancy (Demand), 2001-06

ERA

Table 22: Central Beach Hotel Revenue, 2001-06

	2001	2002	2003	2004	2005	2006	AVG. ANN'L GROWTH
January	$ 11,700,804	$ 10,989,630	$ 10,494,041	$ 11,079,887	$ 14,418,452	$ 15,007,849	5.1%
February	13,652,671	13,195,590	13,152,766	13,626,811	16,008,360	17,854,598	5.5%
March	13,387,960	12,965,186	12,236,053	14,661,158	18,481,359	19,523,569	7.8%
April	11,039,944	9,319,353	10,997,594	12,749,925	14,400,239	16,848,067	8.8%
May	9,038,439	8,263,317	8,430,196	8,144,363	11,082,064	12,016,935	5.9%
June	7,024,214	5,544,503	5,965,522	6,530,749	8,476,967	8,866,631	4.8%
July	6,000,578	5,535,076	5,819,102	7,428,483	9,167,105	9,203,143	8.9%
August	5,895,106	5,954,577	5,530,660	6,503,589	7,340,266	7,360,006	4.5%
September	3,398,224	4,472,598	4,647,635	4,824,307	6,286,475	6,010,369	12.1%
October	7,797,058	7,595,410	8,868,792	11,296,838	6,875,077	11,980,506	9.0%
November	6,577,218	8,452,228	8,885,804	8,509,324	11,613,684	11,746,413	12.3%
December	7,107,943	7,670,134	8,553,997	10,065,708	11,127,082	12,888,542	12.6%
Annual:	**$ 102,620,159**	**$ 99,957,602**	**$ 103,582,162**	**$ 115,421,142**	**$ 135,277,130**	**$ 149,306,628**	**7.8%**
Annual % Change:	**-**	***-2.6%***	***3.6%***	***11.4%***	***17.2%***	***10.4%***	

Source: Smith Travel Research; Economics Research Associates, November 2007

Table 23: Central Beach Hotel Occupancy Trends, 2001-06

	2001	2002	2003	2004	2005	2006	AVG. ANN'L GROWTH
January	74.8	67.0	64.6	70.7	76.3	74.1	-0.2%
February	88.7	82.0	83.2	89.2	83.4	85.7	-0.7%
March	81.6	78.7	75.5	88.4	91.5	90.5	2.1%
April	81.4	68.7	77.1	87.2	84.7	85.6	1.0%
May	71.8	66.3	66.5	70.0	75.5	74.7	0.8%
June	70.3	58.4	65.5	68.1	71.5	69.7	-0.2%
July	62.9	60.1	65.2	76.4	76.1	74.4	3.4%
August	61.2	65.8	63.4	69.4	63.4	61.6	0.1%
September	37.1	48.9	52.5	50.2	57.6	52.1	7.0%
October	53.9	58.7	65.9	74.0	46.8	61.5	2.7%
November	57.3	60.6	68.5	67.8	72.2	73.9	5.2%
December	53.8	58.4	64.3	65.5	65.6	71.8	5.9%
Annual:	**65.7**	**64.4**	**67.6**	**72.8**	**72.0**	**72.9**	**2.1%**
Annual % Change:	**-**	***-2.0%***	***5.0%***	***7.8%***	***-1.2%***	***1.3%***	

Source: Smith Travel Research; Economics Research Associates, November 2007

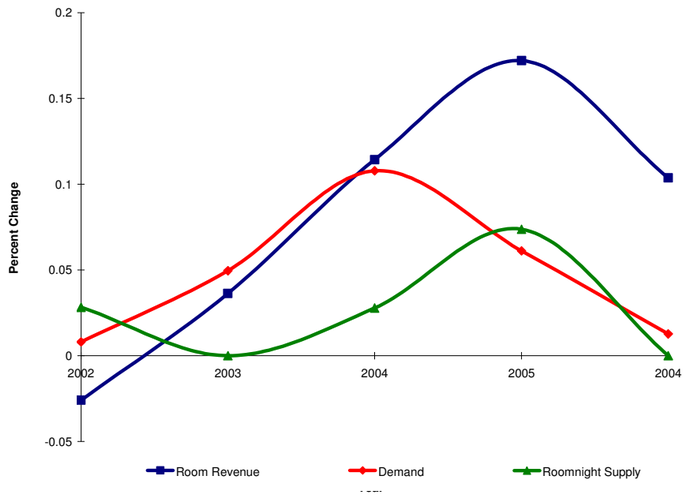
ERA

Table 24: Central Beach Average Daily Rates (ADR), 2001-06

	2001	2002	2003	2004	2005	2006	AVG. ANN'L GROWTH
January	$ 197.61	$ 189.82	$ 188.07	$ 181.33	$ 198.28	$ 212.49	1.5%
February	215.32	206.19	202.60	195.87	222.95	241.78	2.3%
March	207.10	190.80	187.61	191.97	211.86	226.32	1.8%
April	177.07	162.14	170.63	174.82	184.25	213.19	3.8%
May	145.74	144.23	146.66	134.72	153.84	168.81	3.0%
June	119.45	113.51	108.97	110.71	128.39	137.89	2.9%
July	110.39	106.64	103.32	108.55	126.28	129.73	3.3%
August	111.47	104.75	100.92	104.73	121.45	125.36	2.4%
September	109.47	109.30	105.90	110.63	118.28	125.12	2.7%
October	167.29	149.74	155.87	169.87	153.96	204.29	4.1%
November	137.36	166.95	155.17	144.36	174.41	172.15	4.6%
December	152.95	152.10	153.97	161.27	177.83	188.31	4.2%
Annual:	**$ 157.95**	**$ 152.63**	**$ 150.70**	**$ 151.58**	**$ 167.43**	**$ 182.47**	**2.9%**
Annual % Change:	*-*	*-3.4%*	*-1.3%*	*0.6%*	*10.5%*	*9.0%*	

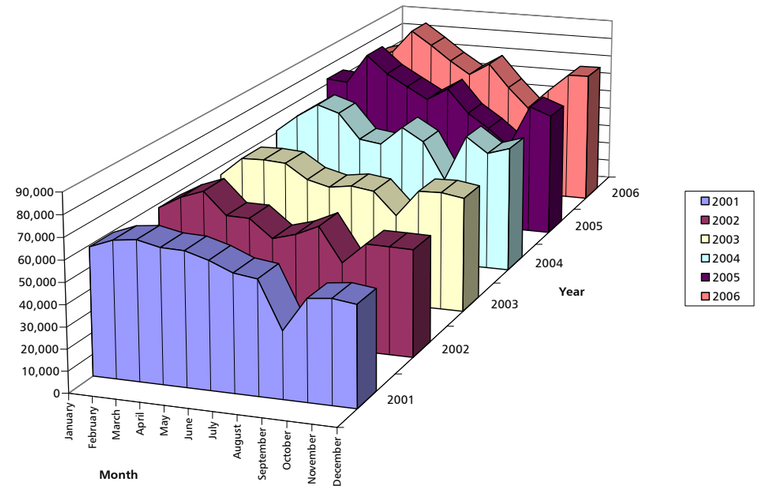
Source: Smith Travel Research; Economics Research Associates, November 2007

Figure 19: Hotel Market Characteristics



ERA

Figure 20: Central Beach Hotel Occupancy Seasonality, 2001-06



Condominium Hotels

ERA interviewed representatives from several of the new condominium-hotel projects on Central Beach to better understand their performance and customers as a means of informing subsequent efforts in projecting demand potentials for this and other, more traditional lodging uses. ERA contacted the operating and sales departments of the Atlantic, the W Hotel and Residences, the Q Club, and the St. Regis. We have spoken with representatives at the Atlantic (sales and operations), St. Regis (operations), and the Q Club (sales). Pending additional information in subsequent interviews, ERA found that:

The Atlantic

- The Atlantic, opened in 2004, has 124 units, with no separation between the units participating in the rental pool (approximately 90 percent) and those that are not. Fifty units are "lockouts", meaning that an internal door separates the two living spaces, making additional rentable units. This project also has five townhouses—three of which remain developer-owned.

- In pre-construction, units at the Atlantic sold in the range of $375,000 for a studio to $800,000 for larger units. Currently, re-sales (28 available) are selling for $450,000 to $575,000 for ocean-facing studios; $575,000 to $795,000 for one-bedroom units ($719 to $849 per sq. ft.); and, up to $1.2 million for larger units ($850 to $1,000 per sq. ft.).

The Q-Club/Hilton

- The Q-Club, run by Hilton and opened in January 2007, has 333 guest rooms. Approximately 10 percent (38 units) are lockouts. Owners are allowed to use their unit for 60 days in season and 60 days out of season.
- When the Q Club began pre-sales four years ago, 60 percent of the units were sold within the first nine months, suggesting **average monthly absorption of 22 units per month.**
- There are 17 units remaining for sale, suggesting average monthly unit absorption (including pre-sales) of approximately 7-10 units per month.
- Units at the Q Club range from $272,000 for a 380 sq. ft. unit ($716 per sq. ft.) to $3.95 million for a 2,740 sq. ft. penthouse ($1,442 per sq. ft.).

General Findings

- Typical stays at the hotels interviewed are between two and three days. Many guests during the week are business/convention travelers—and their visits to Central Beach for leisure purposes are more limited. One hotel approximated that the beach is utilized by 50 percent of their guests on a weekday and 90 percent on the weekend. This reflects the breadth and depth of activities available for various guest markets.
- As a result of the ongoing market slowdown, recent absorption (unit sales) has been slow. However, managers indicated that, as the tourist season picks up, demand has increased. One sales office had between 50 and 60 inquiries within the past month. Many prospective buyers are Canadian, taking advantage of the weak U.S. dollar.
- One hotel property reported average annual occupancy of 72 percent, which corresponds to the occupancy rates of the sample ERA has examined based on data provided by Smith Travel Research. Another newer hotel has yet to achieve peak occupancy.

- The hotel property that reported its average daily rate (ADR) stated an annualized average daily rate of $338 per room per night.
- Importantly, hotel representatives collectively remarked on the need for higher-quality retail and other supporting uses on Central Beach to complement their guests' experience, but current pedestrian traffic and the limited availability of parking are complications to achieving this.

ERA

Speculative Office

- Fort Lauderdale contains approximately 30 million square feet of office space—clustered in the Central Business District and Cypress Creek
- Job growth has been producing significant demand for office space. Citywide absorption averages 490,000 sq. ft. per year.
- Downtown is the City's hottest office market.
- As the City's premier office location, Downtown has the largest amount of Class A office space.
- Office space on Central Beach is *very* limited—only **29,000 sq. ft.** (515 Seabreeze Blvd.)
- Key opportunity factors — job growth in professional services, proximity to customers, access, amenities.
- Office employees support daytime retail services.

Table 25: Office Market Profile, by Building Class

Overall Broward County

Building Class	Existing	Under Construction	Total	Vacancy Rate	Quoted Rates
A	14,003,224	1,329,375	15,332,599	13.0%	$ 30.94
B	29,923,882	731,921	30,655,803	9.6%	$ 23.41
C	18,843,073	11,144	18,854,217	4.6%	$ 20.67
Total	62,770,179	2,072,440	64,842,619	8.8%	$ 25.95

Source: CoStar Property; Economics Research Associates, 2007.

Downtown Ft. Lauderdale

Building Class	Existing	Under Construction	Total	Vacancy Rate	Quoted Rates
A	4,218,795	268,788	4,487,583	15.3%	$ 32.81
B	2,873,953	5,000	2,878,953	7.6%	$ 27.08
C	2,533,492	0	2,533,492	2.6%	$ 23.40
Grand Total	9,626,240	273,788	9,900,028	9.7%	$ 31.53

Source: CoStar Property Advisor; Economics Research Associates, 2007.

ERA

Table 26: Office Market Characteristics, 2001-06

Submarket / County	Number of Buildings	Total RBA /1	Share of Defined Market	Vacancy Rate /2	Average Rental Rate
Downtown Ft. Lauderdale	671	10,954,981	29.2%	8.0%	$31.08/fs
Ft. Lauderdale	816	9,339,602	24.9%	6.2%	$22.83/fs
Hollywood	555	5,972,572	15.9%	6.6%	$24.64/fs
Hallandale	154	1,499,036	4.0%	6.0%	$38.13/fs
Commercial Blvd.	60	1,366,094	3.6%	8.7%	$21.44/fs
Cypress Creek	225	8,326,222	22.2%	10.5%	$21.88/fs
Total:	2,481	37,458,507	100.0%		

	Rentable Building Area Delivered, 2001-2006 Annual Totals						
	2001	2002	2003	2004	2005	2006	Avg Annual
Downtown Ft. Lauderdale	1,085,859	500,281	76,218	7,000	50,756	-	286,686
Ft. Lauderdale	96,787	109,980	5,582	43,826	99,251	87,652	73,846
Hollywood	30,193	-	63,629	53,437	30,143	24,000	33,567
Hallandale	2,400	-	24,000	-	-	-	4,400
Commercial Blvd.	-	-	-	-	-	-	-
Cypress Creek	379,180	145,828	150,655	10,924	88,282	-	129,145
Total:	1,594,419	756,089	320,084	115,187	268,432	111,652	527,644

	Direct Net Absorption, 2001-2006 Annual Totals						
Downtown Ft. Lauderdale	654,279	55,298	110,918	(86,229)	263,717	161,868	193,309
Ft. Lauderdale	193,409	80,911	42,243	90,070	226,599	5,734	106,494
Hollywood	56,990	47,804	85,507	249,761	154,551	(30,738)	93,979
Hallandale	(2,839)	27,484	3,741	(1,451)	598	5,066	5,433
Commercial Blvd.	(39,991)	63,012	(21,967)	36,783	(72,255)	113,403	13,164
Cypress Creek	(325,060)	118,420	(149,960)	314,513	398,933	96,825	75,612
Total:	536,788	392,929	70,482	603,447	972,143	352,158	487,991

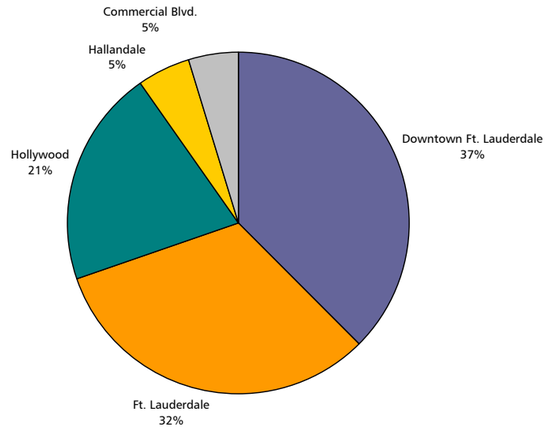
	End of Year Direct Vacancy Rate, 2001-2006						
Downtown Ft. Lauderdale	7.7%	11.3%	10.9%	10.7%	8.6%	7.1%	9.4%
Ft. Lauderdale	9.2%	9.4%	9.0%	8.3%	6.8%	7.7%	8.4%
Hollywood	11.0%	10.2%	9.7%	6.3%	4.2%	5.1%	7.8%
Hallandale	4.6%	2.7%	4.0%	4.1%	4.1%	3.8%	3.9%
Commercial Blvd.	12.2%	7.5%	9.1%	6.4%	11.8%	3.3%	8.4%
Cypress Creek	15.7%	15.8%	19.2%	15.4%	11.5%	10.3%	14.7%
Average	10.1%	9.5%	10.3%	8.5%	7.8%	6.2%	8.8%

	End of Year Direct Rent, 2001-2006						
Downtown Ft. Lauderdale	$ 25.94	$ 25.54	$ 26.31	$ 26.66	$ 27.21	$ 29.84	$ 26.92
Ft. Lauderdale	$ 18.89	$ 19.14	$ 19.99	$ 20.38	$ 20.03	$ 21.30	$ 19.96
Hollywood	$ 19.10	$ 19.84	$ 20.83	$ 23.05	$ 22.98	$ 23.96	$ 21.63
Hallandale	$ 17.63	$ 17.50	$ 22.18	$ 19.67	$ 19.61	$ 17.97	$ 19.09
Commercial Blvd.	$ 14.02	$ 16.28	$ 16.11	$ 15.91	$ 11.36	$ 8.90	$ 13.76
Cypress Creek	$ 21.37	$ 21.01	$ 21.87	$ 21.41	$ 21.00	$ 22.54	$ 21.53
Average	$ 19.49	$ 19.89	$ 21.22	$ 21.18	$ 20.37	$ 20.75	$ 20.48

1/ Rentable Building Area
2/ Does not include Sublet Vacancy
Source: CoStar Property; Economics Research Associates, November 2007

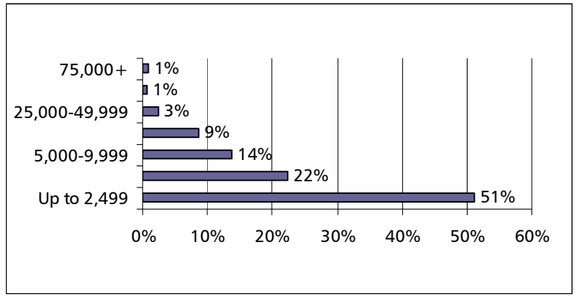
ERA

Figure 21: Total Rentable Building Area, by Submarket



Source: CoStar Property; Economics Research Associates, November 2007

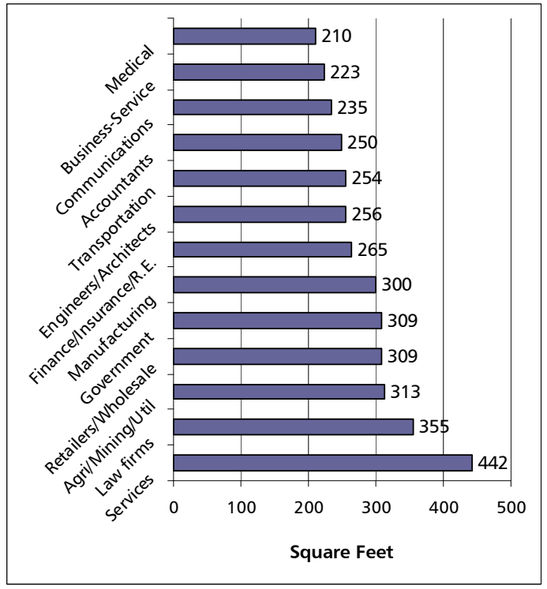
Figure 22: Broward County Office Tenants, by Size



Source: Costar Property; Economics Research Associates, November 2007.

ERA

Figure 23: Employee Occupancy Factors, by Industry, in Broward County



Source: Costar Property; Economics Research Associates, November 2007.

General Retail

Retail is a "following" use, which means that it comes to serve customers who are there already. In the case of Central Beach, these customers are residents, visitors, and employees. ERA examined existing retail conditions that impact Central Beach, including retail sales, existing retail real estate location and performance, and mix of uses.

- The City's retail inventory includes a full complement of regional, community & neighborhood centers.
- Downtown contains 5.2 million sq. ft. of retail space—clustered on Las Olas Boulevard and in scattered commercial strips.
- Limited vacancies and high rents suggest a strong Downtown retail market.

ERA

- Investment-grade rents would support new construction in the Downtown.
- The City has a r*etail In-flow* — **60 percent** of City's retail sales generated by non-city residents (tourists).
- Central Beach household spending comprises ***less than*** **3 percent** of the City's total household retail spending.
- Central Beach households spend the most on Groceries, General Merchandise, and Food Away from Home.
- Central Beach retail is oriented to visitor-serving tenants: restaurants, entertainment, and impulse retail.
- Information on consumer spending habits of visitors is critical to understanding retail potentials.
- Destination retail at Beach Place — 97,000 sq. ft. anchored by investment-grade restaurants and entertainment.
- Key opportunity factors for retail at the Beach is a high amount of traffic, frontage/visibility, anchors, and a captive audience.
- A critical mass of new residents is required to support resident-based neighborhood-serving retail like Groceries.

Table 27: Downtown Ft. Lauderdale Retail Market Characteristics

Market	Buildings	Total RBA	Vacancy	Quoted Rates	YTD Net Absorption	YTD Deliveries	Under Construction (sf)	Share of Total Market
General Retail	241	2,228,846	2.70%	$ 30.14	32,588	-	-	42.4%
Shopping Center	32	3,022,191	1.30%	$ 33.61	13,220	-	-	57.6%
Other Retail	0	-	0	$ -	-	-	-	0.0%
Total Retail	**273**	**5,251,037**	**1.90%**	**$ 31.02**	**45,808**	**-**	**-**	**100.0%**

Source: CoStar Property; Economics Research Associates, November 2007

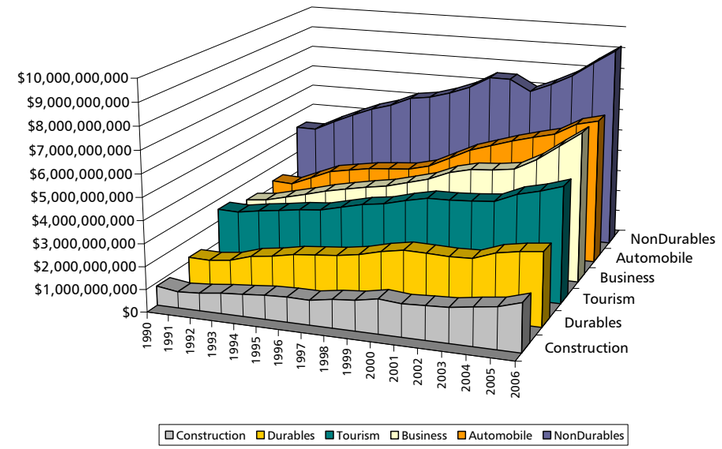
ERA

Table 28: Central Beach Household Retail Spending, 2006

Store Type	2007 Expenditures		%
Food & beverage stores	$	9,471,126	26.4%
General merchandise stores	$	8,244,938	23.0%
Clothing & clothing accessories stores	$	5,174,538	14.4%
Health & personal care stores	$	1,702,004	4.7%
Electronics & appliance stores	$	1,561,641	4.3%
Furniture & home furnishings stores	$	1,203,309	3.4%
Sporting goods, hobby, book, & music stores	$	1,172,797	3.3%
Miscellaneous store retailers	$	626,960	1.7%
Restaurants	$	6,754,348	18.8%
	$	**35,911,661**	100.0%

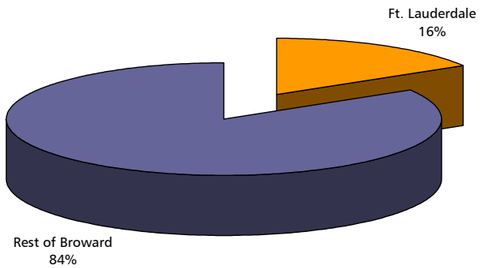
Source: ESRI Business Analyst 2007; Economic Census 2002; Economics Research Associates, November 2007.

Figure 24: Broward County Taxable Retail Sales, 1990-2006



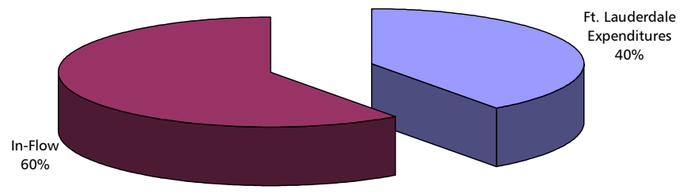
Source: Office of Demographic and Economic Research, The Florida Legislature; Economics Research Associates, November 2007

Figure 25: Ft. Lauderdale Retail Sales as a Share of Broward County



Source: Survey of Buying Power; Economics Research Associates, November 2007

Figure 26: Retail Spending In-Flow



Source: Survey of Buying Power; Economics Research Associates, November 2007

Marinas/Marine Industry

Ft. Lauderdale is known internationally as a destination for boating and marine industries. Initial examination of Beach marinas and boating statistics revealed the following:

- Florida ranks number 1 in the U.S. in both boat registrations and expenditures on boats. Floridians spend $2.4 billion annually on boating, twice that of the state with the next highest expenditures (California).
- Boating is a major industry in Broward County. It has **49,200+** registered vessels, which is 5 percent of the state total. This number is surpassed only by Miami-Dade, Pinellas, and Lee Counties.
- Popularity of boating in Broward is increasing. There have been 9,200 new vessels registered in Broward since 2000.
- Central Beach marina occupancies reportedly range from **75 percent to 90 percent.**
- A key question is how Central Beach marinas will accommodate industry trend to "mega-yachts" (>80 ft.) as well as serving current customers well. One marina operator reported that it makes more financial sense to have more slips for smaller boats; however, attracting customers to the Beach with mega yachts is also an important goal.
- There is some friction posed by increasing demand for slips, but a shrinking supply due to waterfront development.
- Other challenges to the marine industry, other than waterfront development, include new and changing immigration restrictions and channel depths.

ERA

Table 29: Marinas In & Near Central Beach

Name	Slips	Max Size
The Lauderdale Marina	60	250'
Bahia Mar Marina	250	250'
City's Las Olas Marina	60	
Hyatt Regency Pier 66	127	250'
Fort Lauderdale Grande	33	
Hall of Fame Marina	40	137'
Sunrise Harbor Marina	22	
Total	**592**	

Source: Internet research; Interviews with dockmasters; Economics Research Associates, November 2007.

Table 30: Boater Registrations in Broward County & Florida, 2000-06

	2000	2006	Change #	Change %	CAGR
Broward	40,076	49,287	9,211	23.0%	3.5%
Florida	840,684	988,652	147,968	17.6%	2.7%

Source: Florida Division of Motor Vehicles, Vessel Statistics 2000-2006; Economics Research Associates, November 2007

Table 31: Top Counties in Florida for Boater Registrations

Rank	County
1	Dade
2	Pinellas
3	Lee
4	Broward

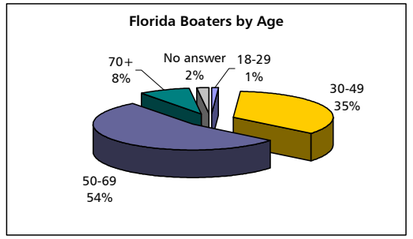
Source: Florida Division of Motor Vehicles, Vessel Statistics 2000-2006; Economics Research Associates, November 2007

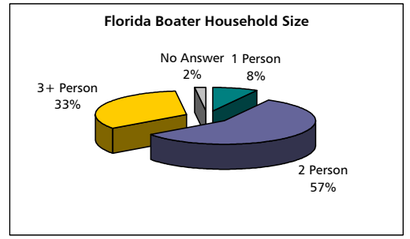
ERA

Figure 27: Florida Boater Profile

Income
Average Household Income $ 75,100
% Earning Over $100,000 31%

Employment
% Employed Full-Time 60%
% Retired 30%





Source: 2006 Florida Recreational Boating Survey: Final Report, Florida Fish and Wildlife Conservation Commission, VAI Market Research Online; Economics Research Associates, November 2007.

ERA

IV. Market Potentials

A key element of the master plan for Central Beach is to examine market potentials for a range of land uses to understand the degree to which the real estate market will support these uses, outline timing and phasing, and to identify appropriate roles for the City and/or other public agencies (such as the CRA) related to implementation and regulatory strategies to ensure that the plan is successful. As such, ERA prepared a real estate market analysis as a means of testing market demand for various uses on Central Beach. This analysis builds upon the demographic and economic profile and evaluation of market conditions (by use) that were previously completed as part of Task 1.5 of the study. We examined market potentials for the following

- Market-rate, for-sale condominiums and market-rate rental apartments
- Visitor-related uses such as hotel/lodging
- Workplace uses such as speculative office and medical office space
- Supporting services such as convenience and destination retail

Summary of Key Findings

The strongest market opportunities for Central Beach over the next five to 10 years are likely to be tied to recent and emerging development patterns in lodging and hotel-condominium uses, as evidenced by current and planned projects such as the W, Hilton and Trump hotels. New hotel rooms and hotel-condominium rooms/units are expected to increase the number of overnight visitors to Central Beach. In turn, higher overnight visitation may enhance market opportunities for new retail and restaurants. However, the extent to which the number of retailers and restaurants on Central Beach expands will also be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like.

In addition, the market analysis suggests limited opportunities exist for other, supporting uses such as for-sale and rental residential and speculative office space. The degree to which these uses are viable will depend on multiple factors, including near-term recovery of the significantly weakened housing market across South Florida and continued job growth in sectors that fuel demand for professional office space. Above all, market opportunities will also be tied to commitments by the City to undertake specific public realm improvements as identified in the plan. These improvements

ERA

will be critical in leveraging subsequent private-sector investment in specific uses—even more so over the near-term as economic and market conditions remain significantly weakened.

Development projections and potential vehicle trip impacts are shown in Table 32. Private development over the next ten years is estimated to require between 1,155 and 1,885 vehicle trips. The current Comprehensive Plan vehicle trip cap for the Central Beach RAC is set at 3,220 PM peak hour trips. Built projects have absorbed 1,150 trips; approved but unbuilt projects account for 965 trips, leaving 1,105 trips to be allocated. The development projections shown in Table 32 will require all of the trips assigned to the approved but unbuilt projects and 920 of the unassigned trips, leaving 185 trips available for other developments, such as the Swimming Hall of Fame.

ERA

Table 32: Summary of Market Potentials for Central Beach

Land Use	Comments	Supportable Space	Trip Caps: Low Demand	Trip Caps: High Demand
Speculative Office (10 Years)	Oriented to professional services; locations include second-floor in mixed-use or free-standing, small-scale buildings. Proximate parking required	35,000 to 45,000 sq. ft.		
For-sale Housing (10 Years)	Condominium flats in mid- and/or high-rise construction where density allows Townhouses on in-fill sites in low-density surrounding locations	400 units	187	187
Rental Housing (10 Years)	Multi-family flats in mid- and/or high-rise construction where density allows	300 units	186	186
Resort Hotel (10 Years)	Luxury product offering full-service amenities on-site	224 to 311 rooms	65	104
Hotel (10 Years)	Upscale/business-class product	464 to 973 rooms	336	818
General Retail (5 Years due to limitations in data forecasts)	Visitor-serving and supports uses adjacent to high-traffic locations	25,000 to 50,000 sq. ft.	81	141
Restaurants (5 Years due to limitations in data forecasts)	Destinational and visitor-serving in high visibility high-traffic locations; adjacent/proximate parking is critical	40,000 to 60,000 sq. ft.	300	449

Source: City of Fort Lauderdale; Sasaki Associates; Economics Research Associates, March 2008

ERA

Speculative Office—35,000 to 45,000 sq. ft., would be considered a minor, supporting use. Office space should be oriented to professional services office tenants that desire a Central Beach address and proximity to the beach lifestyle. Potential locations include the second-floor above street-level retail, such as Las Olas Boulevard and/or in free-standing locations providing amenities such as water views (similar to 515 Seabreeze Boulevard). Adjacent/proximate parking will be necessary.

New Housing—market opportunities for 500 to 800 units of new housing—both for-sale and high-quality rental—will be largely determined by near-term recovery of the local/regional housing market in South Florida. In addition, site characteristics—particularly land costs—will drive market response to the type and price of new housing. For example, the downturn in for-sale condominium product is fueling greater interest in multi-family rental. However, land costs in specific locations of Central Beach will determine whether multi-family rental units will be financially feasible in the near-term. Also, amenities such as water views and structured on-site parking are more critical for mid- and high-rise construction than they might be for low-rise, infill townhouses similar to Marbella. Thus, depending on location, new housing on Central Beach is likely to be a combination of form and density.

Resort Hotel & Hotel/Lodging—market opportunities appear strongest for this use because of high occupancy factors and significant growth in the domestic and international visitor market over the past 10 years. The analysis suggests that 225 to 300 resort hotel rooms and 450 to 1,000 hotel rooms are market supportable over the next 10 years. Opportunities are predicated on continued growth (albeit at lower rates than in the past) in the number of visitors to Greater Fort Lauderdale. These two categories are distinguished by a greater number of amenities in resort hotel product whereas regular hotel rooms can be located in varying properties ranging from limited-service to business-class to luxury depending on the hotel operator/flag.

General Retail & Restaurants—as noted, market opportunities for supporting retail and food and beverage uses will be determined by 1) the success of specific marketing initiatives and tenant/business recruitment strategies and 2) whether prospective retail locations meet specific locational criteria such as adjacent/proximate parking, visibility, frontage and the like. Despite estimates of 3.5 to 4.0 million annual visitors to the beach (including overnight and day-trippers), there is surprisingly very little retail inventory on Central Beach (only 142,000 sq. ft., of which 96,000 sq. ft. is located in Beach Place). Thus, visitors represent a key market of overall demand for general retail and restaurants. Market opportunities for general retail and restaurant uses are estimated at

roughly **60,000 to 100,000 sq. ft.** over the next 10 years, with the largest share of opportunity captured by food and beverage uses. Notably, however, creation of a dining district will require a cluster of operators (minimum of 10 to 12) offering a range of menu concepts, including family-style sit-down, fast food, casual beach style, and specialty take-out. These uses will require adequate on-site and nearby parking and should be clustered in specific locations to maximize overall marketability and in particular blocks/intersections with the greatest concentrations of potential customer traffic, such as Las Olas and Almond. Locations adjacent to public gathering places—such as the Las Olas Gateway and/or Intracoastal Waterway parcels—will be most marketable.

Further, **ERA does *not* believe that Breakers Avenue is a *primary* location for high-quality retail**. While the market might support a *very limited* amount of retail in this location (in the range of 5,000 to 7,500 sq. ft.), retail and restaurant uses on Breakers Avenue will require: 1) significant customer traffic from nearby hotels, particularly the W and Hilton as well as the Bonnet House historic site; 2) high visibility, corner locations; 3) A1A pedestrian traffic and beachgoers traversing two or more blocks to reach what is, in effect, a small retail cluster. As a result, this off-center location will not likely achieve threshold retail rents necessary to justify new construction. These limitations will make it more difficult to attract a national retailer that, in turn, drives potential customer traffic necessary to attract local, or mom & pop businesses.

The following details the methodology used to examine market potentials for each use.

New Housing

ERA tested market potentials for both for-sale (condominiums) and multi-family rental housing in Central Beach using three potential geographies from which market support could be expected: 1) Central Beach study area households; 2) households in the remainder of the City of Ft. Lauderdale; and 3) households in the remainder of Broward County. Household forecasts were prepared by ESRI Business Analyst, a demographic forecasting service. ERA notes that the household forecasts for these geographies are "net" estimates; that is, the number of households in the City of Fort Lauderdale excludes households in Central Beach, and Broward County households exclude those in the City of Fort Lauderdale.

Second, our methodology for measuring market support for new housing is income-qualified, meaning that only those households that meet income eligibility criteria (based on estimated unit pricing using comparable projects), are considered. Third, demand potentials are " lifestyle

qualified" ; that is, using the Community Tapestry lifestyle segmentation system prepared by ESRI Business Analyst, ERA applied a factor that accounts for those households that would be most attracted to specific types of housing such as condominium units. Additional demand considerations are discussed below.

For-Sale (Table 33)

Market demand for for-sale housing will come from several sources: 1) new households moving to the area; 2) renter households "converting" to owner; and 3) turnover from existing homeowners that are candidates to move (also known as "churn").

All three categories of potential buyers are income-qualified; that is, a household would need to earn at least $75,000 per year to qualify for a minimum sales price of $249,500 (using 30 percent of gross income according to HUD underwriting criteria). According to demographic data, 30 to 34 percent of all households in the three trade areas would qualify for units in this price range.

Sources of Demand

As illustrated in Table 33, the income- and lifestyle-qualified analysis reveals that the number of households meeting these criteria (between 2007 and 2012) as follows:

New Households

Geography	No. of Households	% Homeowners	% Lifestyle-Qualified
Central Beach	105	66%	18%
Ft. Lauderdale	3,400	58%	13%
Broward County	35,000	73%	7%

Source: ESRI; U.S. Census; Economics Research Associates, 2008.

This analysis suggests that, after applying the income qualification to new households that prefer to own multi-family condominium dwellings, there are **145 new households** that would qualify to buy a new condominium unit annually between 2007 and 2012 from the three markets.

ERA

Existing Households

In addition to new households, existing income- and lifestyle-qualified homeowners could also move into for-sale condominiums on the beach. ERA applied a turnover rate to existing homeowners (defined by the U.S. Census as the number of households that move in a given year), which yields **658 existing households** as annual candidate buyers from the three markets.

Converting Renter Households

ERA also estimated opportunities to convert existing renter households for each area by applying the annual move rate (which ranges from 23 percent to 32 percent according to Census data) and applying a multi-family preference factor and an estimated conversion rate of five percent. This yields **65 renter households** as annual candidate buyers from the three markets.

The next step in this analysis estimates a capture rate of candidate households that would consider a Central Beach location as well as estimates to account for potential investor and second-home purchasers given the locational attributes and attractiveness of Central Beach. Capture rates also consider the amount of competition that new for-sale condominiums on Central Beach would face in the marketplace. Of course, today, the degree of competition is significant given the weakening housing market across South Florida. Utilizing *conservative* captures rates averaging between four and five percent among all of the potential, qualifying households from the three market areas and a factor of 20 percent to account for investor and second-home purchasers, ERA estimates **total annual demand for a for-sale condominium product in the range of 35 to 40 units per year, or 350 to 400 units as a 10-year planning target.**

ERA notes that some portion of market potentials is likely to be absorbed by recently announced or pending projects, such as the 180 for-sale condominium units that have been proposed as part of a new mixed-use project at Bahia Mar.

ERA

Table 33: For-sale Condominium Market Potentials, 2007-2015

Minimum Target HH Income: $ 75,000

	Central Beach	Ft. Lauderdale /3	Broward County /3	TOTAL
I. Demand from New Households				
New Households 2007-2012	105	3,386	34,810	38,301
Annual New Households	21	677	6,962	7,660
Income Qualified /1	31%	30%	34%	--
Lifestyle Preference /2	18%	13%	7%	--
Tenure Qualified	66%	58%	73%	--
New Target Market Households:	**1**	**15**	**129**	**145**
II. Turnover of Existing Households				
Total Households, 2007	1,826	70,960	636,587	709,373
Income Qualified /1	31%	30%	34%	--
Lifestyle Preference /2	18%	13%	7%	--
Tenure Qualified	66%	58%	73%	--
Estimated Annual Turnover Rate	10%	4.5%	4.9%	--
Existing Target Market Households:	**6**	**73**	**579**	**658**
II. Demand from Converting Renter Households				
Total Households, 2007	1,826	70,960	636,587	709,373
Income Qualified /1	31%	30%	34%	--
Lifestyle Preference /2	18%	13%	7%	--
Tenure Qualified	34%	42%	27%	--
Annual Turnover Rate	32%	25.0%	23.2%	--
Propensity to Buy	5%	5%	5%	--
Conversion Target Market Households:	**1**	**15**	**50**	**65**
Annual Absorption Potentials				
Total Target Market Annual Demand	**8**	**103**	**758**	**869**
Central Beach Capture	50%	20%	1%	4.5%
Annual Absorption Potentials:	**4**	**21**	**8**	**32**
Potential Investor/Second Home Demand	25%	20%	20%	20.6%
POTENTIAL ANNUAL ABSORPTION:	**5**	**25**	**9**	**39**

1/ Target market minimum income range of $75000 or greater
2/ Estimated Lifestyle Preference is based on segmented demographic data provided by ESRI Business Analyst, 2007
3/ Ft. Lauderdale household numbers are net of Central Beach; Broward County's are net of Ft. Lauderdale & Central Beach

Source: ESRI Business Analyst; US Census; Economics Research Associates, 2008.

ERA

Multi-family Rental (Table 34)

As a result of weakened market conditions among for-sale condominium units across Broward County, ERA also examined market potentials for high-quality rental apartments. The positive locational attributes of Central Beach as well as high land values suggest that rental apartments will require high threshold rents to be financially feasible. In turn, high rental rates are likely to attract higher-income households, including those that make a *conscious* decision to rent.

Sources of Demand

The market for new rental apartments on Central Beach will be generated by both new households and existing "churn" in the rental market—that is, existing renters moving to a new unit. Similarly, households need to meet minimum income thresholds to afford a newly-built rental unit. Based on rents in selected competitive projects in the market area, competitive average asking rents are $1,150 per month, which requires minimum annual household incomes of $45,000 or more. According to demographic data, 53 percent to 62 percent of households in the three market areas meet this income-qualification.

New Households

This analysis also applies both lifestyle and tenure qualification; across the three market areas, 27 percent to 42 percent of all households rent. This step-down analysis also utilizes ESRI's "Community Tapestry" lifestyle segments, which suggests that seven percent to 43 percent of area households would seek a multi-family rental apartment. This analysis reveals a total of **102 new, qualifying households** that would qualify to lease a new rental unit annually between 2007 and 2012 from the three markets.

Existing Households

Similarly, ERA also examined demand potentials generated by existing renter households. Of the existing 709,000 households in the three market areas, approximately 2,300 existing households would qualify to lease a new rental unit annually based on tenure, lifestyle and income qualifications.

In total, almost 2,400 households are qualified to move to a new rental apartment if it were built in the Central Beach study area on an annual basis. Utilizing conservative capture rates ranging from 0.5 percent to 20 percent (for current households living in Central Beach), and averaging 1.5 percent among all of the potential, qualifying households from the three market areas, ERA estimates **total**

ERA

annual demand for rental apartments in the range of 30 to 35 units per year, or 300 to 350 units as a 10-year planning target.

Table 34: Rental Market Potentials, 2007-2015

Minimum Target HH Income $ 45,000

	Central Beach	Ft. Lauderdale /3	Broward County /3	Total
I. Demand from New Households				
New Households 2007-2012	105	3,386	34,810	38,301
Annual New Households	21	677	6,962	7,660
Income Qualified /1	62%	53%	58%	--
Lifestyle Preference /2	42.58%	13.12%	7.37%	--
Tenure Qualified	34%	42%	27%	--
New Target Market Households:	**2**	**20**	**80**	**102**
II. Turnover of Existing Households				
Total Households, 2007	1,826	70,960	636,587	709,373
Income Qualified /1	62%	53%	58%	--
Lifestyle Preference /2	43%	13%	7%	--
Tenure Qualified	34%	42%	27%	--
Estimated Annual Turnover Rate	32%	25.0%	23.2%	--
Existing Target Market Households:	**53**	**522**	**1,698**	**2,273**
Annual Absorption Potentials				
Total Target Market Annual Demand	**55**	**542**	**1,778**	**2,375**
Central Beach Capture	20%	3%	0.5%	1.4%
Annual Absorption Potentials:	**11**	**14**	**9**	**33**
Potential Investor/Second Home Demand:	0%	0%	0%	0.0%
POTENTIAL ANNUAL ABSORPTION:	**11**	**14**	**9**	**33**

1/ Target market minimum income range of $45000 or greater
2/ Estimated Lifestyle Preference is based on segmented demographic data provided by ESRI Business Analyst, 2007
3/ Ft. Lauderdale household numbers are net of Central Beach; Broward County's are net of Ft. Lauderdale & Central Beach

Source: ESRI Business Analyst; US Census; Economics Research Associates, 2008.

ERA

Hotel/Lodging (Table 35 & Table 36)

Central Beach is a significant regional destination for both residents of South Florida as well as a large number of Broward County's 10.4 million annual domestic and international visitors (as reported by the Greater Fort Lauderdale Convention & Visitors Bureau). Moreover, its position as a large-scale destination resort is being solidified by sizable investment in new, large hotels and hotel-condominiums such as the Hilton and " W" projects. These and several recently completed, planned, or announced projects will expand the existing Central Beach hotel and motel inventory by more than 20 percent. (ERA estimates that the City's beachfront area/barrier island contains 5,024 rooms; this includes traditional national chain properties as well as numerous smaller motels and inns throughout the barrier island). Large planned or proposed projects include Il Lugano at the Village, Pelican Grand Beach Resort, Q Club and Residences, the Trump International and Trump Las Olas Beach Resort, and The Atlantic.

Notably, according to the Greater Ft. Lauderdale Convention & Visitors Bureau, the number of domestic and international visitors to Broward County is growing at a *sustained* annual pace of 5.3 percent per year, which is an extraordinary rate of growth. CVB data also indicate that fully 48 percent of visitors stay at one of the 24,500 hotel rooms in the County; with an average party size of 2.2 persons and an average stay of 4.9 nights.

As a means of testing hotel market potentials for Central Beach, ERA analyzed market potentials for new lodging development on Central Beach over the next 10 years as illustrated in Table 36. To determine probable demand for new hotel rooms, ERA projected total demand for hotel stays based on historic visitor growth and the proportion of visitors staying overnight at a hotel. This results in more than 11 million overnight stays in 2008, increasing to 13.8 million overnight stays in 2017.

The 5,024 hotel rooms on the City's beachfront/barrier island account for **20.5 percent** of the Broward County lodging market. This is known as *fair share*. Given its status as a major resort destination, Central Beach contains a larger proportion of "luxury" rooms (57 percent) than does Broward County as a whole (31 percent) (categories defined by Smith Travel Research).

- ERA selected a sample of 11 larger, competitive properties on Central Beach that contain 3,240 rooms to understand historic (five-year) market performance measures such as supply and occupancy trends and changes in average daily rates.

ERA

- For these competitive properties, annual occupancies over the past five years on Central Beach averaged **69 percent**; this is on par with minimum occupancy requirements sought by the capital markets when financing new hotel development—which is in the range of 70 to 72 percent

ERA analyzed market potentials for new lodging development on Central Beach over the next 10 years as illustrated in Table 36. To determine probable demand for new hotel rooms, ERA projected total demand for hotel stays based on historic visitor growth and the proportion of visitors staying overnight at a hotel. This results in more than 11 million overnight stays in 2008, increasing to 13.8 million overnight stays in 2017.

ERA

Table 35: Hotel Market Analysis Inputs & Assumptions

Visitors		
Annual Tourism Growth Rate	2.5%	
% Staying at Hotel	48.0%	
Average Party Size	2.2	persons
Length of Stay	4.9	nights

Hotel Market	**Broward County**	**Central Beach**
Supply Growth Rate	1.0%	1.0%
Existing Supply (No. of Rooms)	24,510	5,024
% Limited Service	46.1%	20.9%
% Upscale	51.1%	73.2%
% Luxury	2.8%	5.9%
Hotel Performance		
Projected Occupancy	69%	
Occupancy Growth Rate	0.0%	
Central Beach Market Share	**20.5%**	
Market Share Growth	0.0%	

Limited service properties are defined as "one" to "two" star, without food service (e.g., Red Roof Inn, Comfort Inn, etc.).
Upscale properties are defined as "three" to "four" stars that provide full guest services, which could include a sit-down restaurant (e.g., Marriott, Sheraton, Hilton).
Luxury properties are defined as "four" or more stars that provide luxury amenities, frequently in premier business or resort locations (e.g., W, Ritz, Fairmont, St. Regis, etc.).

Source: Smith Travel Research, Greater Ft. Lauderdale Convention and Visitors Bureau; Economics Research Associates, February 2008.

The analysis assumes that Central Beach's existing *share* of total rooms in the market (20.5 percent) remains the same, which translates into 2.3 million overnight stays in 2008 and 3.6 million overnight stays in 2017. The next step divides the number of annual nights (365) to yield total rooms demand (6,214 in 2008), which includes both existing and planned rooms. The third step nets out existing rooms (5,024), resulting in annual demand for 1,100 new hotel rooms in 2008. This analysis assumes sustained annual occupancies of 69 percent, which yields net demand for 821 new rooms

ERA

in 2008 and 1,563 new rooms in 2017. ERA notes that results are illustrated as one-year snapshots (i.e., these results indicate demand potentials for a single-year only).

ERA

Table 36: Hotel Market Potentials, 2008-2017

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Broward County Annual Visitors	10,350,112	10,608,865	10,874,086	11,145,939	11,424,587	11,710,202	12,002,957	12,303,031	12,610,606	12,925,872
Broward County Hotel Stays	11,065,211	11,341,841	11,625,387	11,916,022	12,213,922	12,519,270	12,832,252	13,153,058	13,481,885	13,818,932
Central Beach Market Share	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%
Central Beach Hotel Stays:	**2,268,120**	**2,324,823**	**2,382,943**	**2,442,517**	**2,503,580**	**2,566,169**	**2,630,324**	**2,696,082**	**2,763,484**	**2,832,571**
Days Per Year	365	365	365	365	365	365	365	365	365	365
Total Room Demand	6,214	6,369	6,529	6,692	6,859	7,031	7,206	7,387	7,571	7,760
Existing & Planned Room Supply	5,024	5,074	5,125	5,176	5,228	5,280	5,333	5,386	5,440	5,495
Total Unaccommodated Demand:	**1,190**	**1,295**	**1,404**	**1,516**	**1,631**	**1,750**	**1,873**	**2,000**	**2,131**	**2,266**
Projected Occupancy	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%
Total New Room Demand:	**821**	**894**	**969**	**1,046**	**1,125**	**1,208**	**1,293**	**1,380**	**1,470**	**1,563**
Quality-Specific Demand Potentials										
Limited service	1,243	1,274	1,306	1,338	1,372	1,406	1,441	1,477	1,514	1,552
Upscale	4,350	4,459	4,570	4,684	4,801	4,921	5,044	5,171	5,300	5,432
Luxury	621	637	653	669	686	703	721	739	757	776
Existing & Planned Room Supply										
Limited service	1,049	1,059	1,070	1,081	1,092	1,103	1,114	1,125	1,136	1,147
Upscale	3,678	3,715	3,752	3,789	3,827	3,866	3,904	3,943	3,983	4,023
Luxury	297	300	303	306	309	312	315	318	322	325
Room Demand @ 100% Occupancy										
Limited service	194	214	236	258	280	304	328	353	378	405
Upscale	672	744	818	895	974	1,056	1,140	1,227	1,317	1,410
Luxury	324	337	350	363	377	391	405	420	436	451
Total Demand Potentials										
Limited service										
Projected Occupancy	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%
Limited-service Rooms	134	148	163	178	193	209	226	243	261	279
Upscale										
Projected Occupancy	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%
Limited-service Rooms	464	513	564	617	672	729	787	847	909	973
Luxury										
Projected Occupancy	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%	69.0%
Limited-service Rooms	224	233	241	251	260	270	280	290	301	311
TOTAL ROOM POTENTIAL:	**821**	**894**	**969**	**1,046**	**1,125**	**1,208**	**1,293**	**1,380**	**1,470**	**1,563**

Source: Smith Travel Research, Greater Fort Lauderdale Convention and Visitor's Bureau, Economics Research Associates, 2007

ERA

Speculative Office (Table 37 & Table 38)

As examined in Section III of this report, speculative or multi-tenant office development is *not* a primary land use on Central Beach. In fact, according to CoStar Realty, the study area contains only 35,000 sq. ft. of office space in a single, small office condominium building on Seabreeze Boulevard. In fact, this single office building comprises only 0.31 percent of the entire downtown Fort Lauderdale office market (of which Central Beach is a part)—a factor known as *fair share*.

ERA views critical public realm improvements such as plazas at Las Olas Gateway and/or other locations on Central Beach as critical to enhancing the overall marketability of the beach for mixed-use development, including uses such as office space oriented to professional services tenants attracted by the beach lifestyle and environment.

Growth in office-using employment sectors is a key barometer of demand for office space. To estimate market potentials, ERA examined forecast increases in employment and considered the relative attractiveness of the beach as a workplace destination. This analysis also considers historic indices in market performance, such as absorption (leasing) and share of the regional office inventory.

The Florida Agency for Workforce Innovation (AWI) forecasts that Broward County will add over 130,000 new jobs across all job categories by 2014, with the greatest growth expected to occur in the Services sector, which includes education, health/medical, hospitality/tourism and professional and business services. Woods & Poole, Inc., a demographic forecasting service based in Washington, D.C., prepares employment forecasts beyond 2014, and ERA used these forecasts to estimate office market potentials in Broward County.

ERA notes that not all industries (job sectors) use office space equally. To account for this, ERA utilized a factor for each job sector to determine the proportion of office users. Notably, Services and Finance, Insurance & Real Estate (FIRE) are particularly heavy users of office space. Since these are sectors are expected to gain large numbers of new jobs, demand for office space will be greater in these sectors. This could be expected to benefit core office locations such as downtown Fort Lauderdale (CBD) and suburban office submarkets like Sunrise.

The demand model suggests that **job growth will fuel average *annual* demand of almost 470,000 sq. ft. per year of speculative office space across Broward County** between 2007 and 2020, with nearly

ERA

half of this demand generated by job growth in the Services sector. These estimates consider a frictional vacancy rate of 7.5 percent (i.e., the market accepts a consistent level of vacancy) and a cumulative replacement reserve of five percent (i.e., to replace obsolete buildings in the market).

Table 37: Office Demand for Broward County, 2007-2020

Employment Sector	% of Office Users /1	Total Demand for New Space (In 000s of SF) 2007-2008	2009-2015	2016-2020	Avg. Ann'l 2007-2020
Agriculture & Farming	10%	1.4	2.0	2.9	0.5
Mining	10%	0.0	0.1	0.1	0.0
Construction	20%	120.7	168.9	240.6	40.8
Manufacturing	20%	21.0	29.5	42.5	7.1
Trans./Comm./Public Utilities	70%	90.5	126.3	180.1	30.5
Wholesale Trade	30%	133.6	186.9	267.1	45.2
Retail Trade	30%	115.6	160.8	228.9	38.9
Finance/Insurance/Real Estate	90%	80.8	113.8	162.7	27.5
Services	50%	768.2	1,078.2	1,543.7	260.8
Government	70%	85.5	119.3	169.9	28.8
Demand From New Employment:	**40%**	**1,417.3**	**1,985.6**	**2,838.5**	**480.1**
Plus Vacancy Adjustment: /2		(106.3)	(148.9)	(212.9)	(36.0)
Plus Cumulative Replacement Demand: /3		70.9	99.3	141.9	24.0
TOTAL DEMAND (In 000s of SF):		**1,381.9**	**1,936.0**	**2,767.6**	**468.1**

1/ Reflects office-using employees in each employment sector
2/ This allows for a 0.075 frictional vacancy rate in new space delivered to the market
3/ This represents new space required by existing businesses to replace obsolete or otherwise unusable space. This is assumed to represent 0.05 of total implied demand

Source:Florida Research & Economic Database, 2007; Woods & Poole, Inc, 2005; ERA, 2008.

It is also useful to consider historic market performance as an indicator of future performance, particularly in absorption (leasing) activity. Most notably, Broward County experienced average annual absorption of over 1.3 million sq. ft. per year over the past five years, suggesting that recent demand for office space rose at a rate *greater* than employment forecasts would suggest.

To determine market opportunities for new office space at the beach, ERA utilized the midpoint (average) between the results of the "fair share" of forecast job growth and average annual absorption. As noted, Central Beach comprises only 0.31 percent of the total office inventory in downtown Fort Lauderdale.

As is common in urban redevelopment projects, expected improvements to the public realm such as infrastructure, public parks, the provision of parking, and other improvements typically enhance the overall competitiveness of a specific location. As such, key improvements to Central Beach could be expected to nominally increase its share (or capture) of the regional office market. In our experience, this increase in share can be upwards of 10 percent or more when combined with proactive marketing and tenant recruitment strategies. Therefore, ERA increased the fair share incrementally over the 10-year planning horizon—to two percent by 2015 and three percent by 2020 to reflect these initiatives. Presuming Central Beach increases its fair share, market potentials exists to support **a limited amount of new, *speculative* office space in the range of 35,000 to 45,000 sq. ft.** between 2008 and 2020.

ERA notes that this does not consider the potential to attract an owner-user, or anchor office tenant, to Central Beach, which will likely be driven by the overall success of tenant recruitment efforts as well as the overall quality and magnitude of public realm improvements. ERA also recommends that speculative office space be built in strategic locations providing good visibility, proximity to parking and nearby support services such as convenience retail and restaurants, and other features critical to enhancing overall marketability.

Table 38: Office Market Potentials for Central Beach, 2007-2020

	Broward County	Downtown Ft. Lauderdale Submarket	Central Beach
Total Inventory (SF)	**68,479,608**	**10,954,981**	**33,537**
As % of Broward County		16%	0.05%
As % of Downtown Ft. Lauderdale Submarket			**0.31%**
Vacant Space (SF)	**5,986,442**	**1,132,506**	**-**
Under Construction (SF)	-	-	-
Pre-Leased (%)	0%	0%	0%
Total Vacant & New Inventory:	**5,986,442**	**1,132,506**	**-**
Avg Annual Absorption (SF)	**1,394,357**	**224,730**	**697**
Years to Stabilization /1	**4.0**	**4.7**	**-**

Market Demand	**Avg Ann'l**	**2007-2008**	**2009-2015**	**2016-2020**
Historic Market Demand (SF)	1,394,357	1,394,357	8,366,140	5,577,427
Employment-based Demand (SF)	468,108	1,381,857	1,935,986	2,767,560
Downtown Ft. Lauderdale Submarket Apportion				
Apportioned Growth (%)	16.0%	16.0%	16.0%	16.0%
Historic Market Demand (SF)	223,061	223,061	1,338,368	892,245
Employment-based Demand (SF)	74,885	221,062	309,708	442,739
Average:	**149,000**	**222,000**	**824,000**	**667,000**
Central Beach Apportion				
Apportioned Growth (%)	**0.3%**	**0.3%**	**2.0%**	**3.0%**
Historic Market Demand (SF)	683	683	26,767	26,767
Employment-based Demand (SF)	229	677	6,194	13,282
Average:	**-**	**1,000**	**16,000**	**20,000**

TOTAL	**37,000**

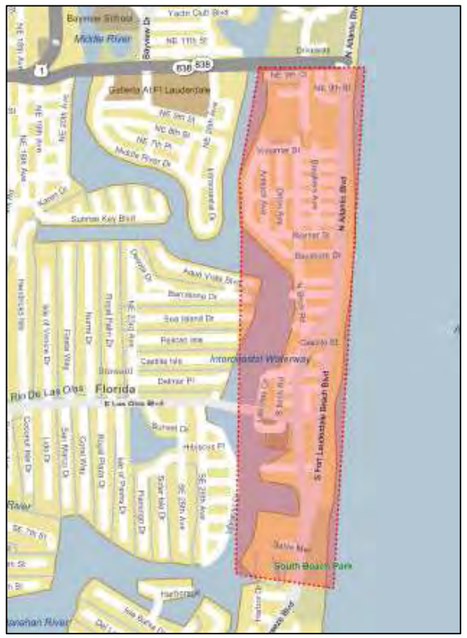
Source: CoStar Property Research; Woods & Poole; Bureau of Labor Statistics; Economics Research Associates, 2008

ERA

General Retail & Restaurants (Table 39 through Table 41)

To gauge the degree of market potentials for existing and new retail and restaurants on Central Beach, ERA tested support from two different market segments: overnight visitors to Central Beach as well as study area residents (see Figure 28). In our view, competitive retail opportunities throughout Broward County (and even in immediately nearby locations of Fort Lauderdale such as Sunrise Mall, Las Olas Boulevard and other locations) are likely to limit the ability of Central Beach to attract any significant resident-based retail spending. To consider other potential market segments, ERA applied an inflow factor that accounts for spending coming from nearby employees (such as downtown), visitors to Broward County that are not staying on the Beach, and spending by residents that live outside of Central Beach.

Figure 28: Central Beach—Primary Retail Trade Area



Source: ESRI Business Analyst; Economics Research Associates, 2008.

ERA

Daytime & Overnight Visitors

As noted, the CVB estimates that 10.3 million visitors came to Broward County in 2006, spending $8.8 billion. Spending was concentrated in food & beverage ($2.4 billion) and shopping ($1.8 billion). The Central Beach CRA *estimates* that the **number of annual visitors to Central Beach is in the range of 3.5 to 4.0 million**, which includes day-trippers (typically residents of the area), overnight domestic and international visitors, and visitors to various special events such as the Boat Show held at the Convention Center and Swimming Hall of Fame.

ERA's retail model isolates overnight guests to Central Beach, realizing that their spending patterns will differ from day-trippers. To calculate the estimated number of overnight guests, ERA applied specific factors such as the number of Beach hotel rooms, average occupancy data, and average party size data as provided by the CVB and Smith Travel Research.

In order to estimate future retail market potentials on Central Beach, ERA utilized various sources to understand visitor behavior and spending patterns based on annual surveys prepared for the Greater Fort Lauderdale Convention & Visitors Bureau (CVB). Our retail demand methodology is summarized below:

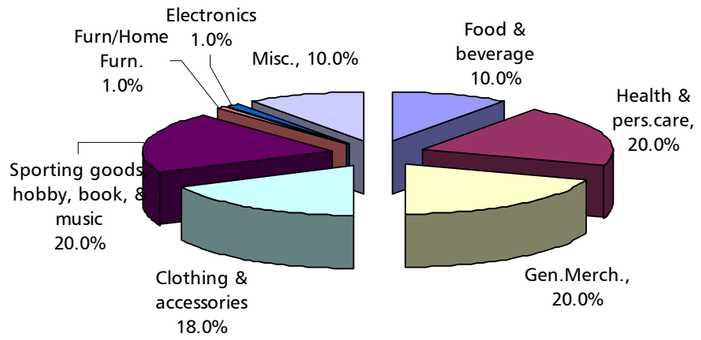
- Growth in the number of visitors to Greater Fort Lauderdale (Broward County) has averaged 5.3 percent per year over the past 10 years. Since 2005, however, growth has slowed—with visitation increasing only 2.1 percent between 2005 and 2006. Using this more conservative growth rate, ERA has extrapolated to 2007, which suggests that there were almost **10.6 million visitors spending roughly $9 billion in 2007.** Visitor spending on shopping and food and beverage can be made *irrespective of location*.

- Extrapolating to 2012, if the rate of growth of visitors to Greater Fort Lauderdale is sustained (at a more conservative rate of 2.5 percent per year), an additional 1.7 million tourists will visit Broward County—totaling 12.2 million by 2012. Growth in the visitor market as well as planned and pipeline hotel projects could serve to expand the Central Beach hotel inventory (to 6,900± rooms over its current level of 5,000+). Using similar performance factors suggests that **the beach could expect to generate more than 100,000 new overnight visitors—to 1,125,000 by 2012**.

Figure 29 illustrates the distribution of spending potentials by merchandise category:

ERA

Figure 29: Visitor Spending by Retail Merchandise Category, 2012



Source: Economics Research Associates, 2008.

Because visitor spending occurs irrespective of location, not all spending will occur at the beach, as tourists can dine on Las Olas Boulevard downtown or shop at Sawgrass Mills in Sunrise. The retail model seeks to understand retail opportunities generated by an increase in the number of overnight visitors (day-trippers are treated separately) to Central Beach. These findings are summarized below:

- As illustrated in Table 39, over the next five years the number of overnight visitors could increase by as much as 100,000—to 1,125,000 in 2012. Using current spending patterns across specific retail categories (convenience, shoppers goods and food & beverage), overnight visitors currently spend $407.3 million—again, irrespective of location. By 2012, growth in the number of visitors has the potential to generate roughly **$450 million in annual spending potentials** in these same retail categories.

- The next step is to estimate a *capture* of this spending potential on the beach. As noted, the ability of Central Beach to increase its capture of visitor spending will be determined by many factors, including merchandise mix, quality of the public realm, available space (store depth, footprint, loading considerations), locational characteristics such as frontage and visibility, available parking, and a host of other criteria. In our experience across the United States in similar resort locations, ERA estimates that Central Beach could realistically achieve an **all-in**

ERA

capture of 10 percent to 11 percent across these categories today, equating to $45 million in current spending.

- Over the next five years, if the City commits to undertaking the improvements identified in the master plan, it is reasonable to assume that the beach will *incrementally* strengthen its capture of visitor spending. A realistic goal is a 10 percent increase, which would generate about $54 million in total visitor spending by 2012 at retailers on the beach.

- The next step in the model seeks to translate the pool of spending into physical real estate. The model divides spending potentials by average sales productivities in each of these categories (i.e., sales per square foot). Minimum sales performance has a correlation to rental rates. That is, a retailer can typically afford to pay about 10 percent of total sales toward annual rent. Thus, if average retail rents on Central Beach are in the range of $25 to $30 per sq. ft., then a retailer must achieve minimum annual sales of $250 to $300 per sq. ft. Accounting for inflation, ERA utilized **average sales of** $300 per sq. ft. This suggests that overnight visitors to Central Beach could support between 165,000 and 200,000 *gross* sq. ft. **of retail and restaurants** at Central Beach in 2012.

ERA

Table 39: Supportable Retail & Restaurant Space: Visitors, 2007-2012

2007 Market Size	1,018,340					Sales Productivity		Supportable SF	
Retail Store Category	Spending Per Visitor	Annual Expenditure Potential	Capture Rate	Total Supportable Sales		Low	High	Low	High
Convenience									
Food & beverage stores	$ 17	$ 17,429,425	12.0%	$ 2,091,531		$ 375	$ 400	5,000	6,000
Health & personal care stores	$ 43	$ 43,573,564	10.0%	$ 4,357,356		$ 350	$ 475	9,000	12,000
Shoppers Goods									
General merchandise stores	$ 31	$ 31,372,966	2.5%	$ 784,324		$ 200	$ 300	3,000	4,000
Clothing & clothing accessories stores	$ 34	$ 34,858,851	7.5%	$ 2,614,414		$ 200	$ 250	10,000	13,000
Sporting goods, hobby, book, & music stores	$ 17	$ 17,429,425	5.0%	$ 871,471		$ 200	$ 275	3,000	4,000
Furniture & home furnishings stores	$ 2	$ 1,742,943	0.3%	$ 4,357		$ 225	$ 325	-	-
Electronics & appliance stores	$ 2	$ 1,742,943	0.5%	$ 8,715		$ 225	$ 325	-	-
Miscellaneous store retailers	$ 26	$ 26,144,138	15.0%	$ 3,921,621		$ 225	$ 325	12,000	17,000
Eating and Drinking									
Full-Service	$ 137	$ 139,780,541	10.0%	$ 13,978,054		$ 325	$ 350	40,000	43,000
Limited-Service	$ 92	$ 93,187,027	17.5%	$ 16,307,730		$ 275	$ 300	54,000	59,000
	$ 400	**$ 407,261,823**	**11.0%**	**$ 44,939,573**				**136,000**	**158,000**

2012 Market Size	1,124,056					Sales Productivity		Supportable SF	
Convenience									
Food & beverage stores	$ 17	$ 19,238,825	12.5%	2,404,853		$ 375	$ 400	6,000	6,000
Health & personal care stores	$ 43	$ 48,097,061	10.0%	4,809,706		$ 350	$ 475	10,000	14,000
Shoppers Goods									
General merchandise stores	$ 31	$ 34,629,884	3.0%	1,038,897		$ 200	$ 300	3,000	5,000
Clothing & clothing accessories stores	$ 34	$ 38,477,649	8.5%	3,270,600		$ 200	$ 250	13,000	16,000
Sporting goods, hobby, book, & music stores	$ 17	$ 19,238,825	5.0%	961,941		$ 200	$ 275	3,000	5,000
Furniture & home furnishings stores	$ 2	$ 1,923,882	0.3%	4,810		$ 225	$ 325	0	0
Electronics & appliance stores	$ 2	$ 1,923,882	0.5%	9,619		$ 225	$ 325	0	0
Miscellaneous store retailers	$ 26	$ 28,858,237	17.5%	5,050,191		$ 225	$ 325	16,000	22,000
Eating and Drinking									
Full-Service	$ 137	$ 154,291,563	11.5%	17,743,530		$ 325	$ 350	51,000	55,000
Limited-Service	$ 92	$ 102,861,042	18.5%	19,029,293		$ 275	$ 300	63,000	69,000
	$ 400	**$ 449,540,850**	**12.1%**	**$ 54,323,440**				**165,000**	**192,000**

Source: ESRI Business Analyst; Economics Research Associates, 2007.

ERA

Trade Area Residents

A similar retail demand analysis was prepared for trade area residents. Key findings are summarized below:

- As illustrated in Figure 28, ERA defined a primary resident-based trade area as the Central Beach study area. In 2007, this area contained 1,826 permanent households; forecasts suggest a nominal increase of only 105 households (units), to 1,930 permanent households by 2012. Based on household consumer spending (from ESRI) distributed across various merchandise categories, area households spent $47.4 million on retail and restaurants in 2007.

- (According to City Planning staff, Central Beach also contains approximately 1,456 "seasonal" units. These seasonal units could include rental apartments, seasonal, owner-occupied cottages and/or condominium hotel units in smaller properties. Because occupancy patterns are not typically tracked for seasonal units, it is difficult to accurately gauge the number of these visitors as well as their spending habits. As a result, these are considered in the "in-flow" factor).

- As illustrated in Table 40, an increase in the number of permanent households as well as household incomes is expected to generate an additional $11.4 million in household spending across these various retail categories—to **$58.8 million in annual spending potentials** by 2012—again, irrespective of location.

- **Because the majority of shopper goods and convenience retail is clustered in numerous retail concentrations elsewhere in Fort Lauderdale, the beach is far *less* likely to capture resident-based expenditures.** This is due, in part, to the limited year-round population on the beach. For example, many residents cite the lack of a grocery store as an impediment to living on the beach. However, the typical grocery store chain seeks locations with significantly higher population densities when considering store locations—typically 12,000 or more residents within a one- to two-mile radius—as compared to a current resident population on the beach of 3,500. As a result, convenience and service retail on the beach is very limited.

- As a result, opportunities to capture additional resident-based demand will be quite limited; in our experience, an **all-in capture in the range of** five to eight percent of household consumer spending is reasonable. Notably, however, food and beverage, even in limited retail locations, achieves higher capture rates. In the case of Central Beach, *significant* nearby competition on

ERA

Las Olas Boulevard in downtown may serve to temper the capture of household spending potentials. Moreover, for "comparison shopping" items (e.g., household furnishings, home electronics, etc.) capture rates will also be very low because residents will typically travel longer distances where concentrations of Big Box, lifestyle, and regional shopping concentrations are located.

- Using similar productivity (sales performance) levels of $300 per sq. ft. and average capture rates of about seven percent suggest that permanent residents of Central Beach could support between 12,000 and 15,000 *gross* sq. ft. of general retail and restaurant space in 2012.

ERA

Table 40: Supportable Retail & Restaurant Space: Residents, 2007-2012

2007 Market Size (Households)	1,826				Sales Productivity		Supportable SF	
Retail Store Category	Spending Per Household	Annual Expenditure Potential	Capture Rate	Total Supportable Sales	Low	High	Low	High
Convenience								
Food & beverage stores	$ 932	$ 1,702,004	10.0%	170,200	$ 375	$ 400	-	-
Health & personal care stores	$ 6,119	$ 11,173,130	12.5%	1,396,641	$ 350	$ 475	3,000	4,000
Shoppers Goods								
General merchandise stores	$ 2,834	$ 5,174,538	0.5%	25,873	$ 200	$ 300	-	-
Clothing & clothing accessories stores	$ 642	$ 1,172,797	2.5%	29,320	$ 200	$ 250	-	-
Sporting goods, hobby, book, & music stores	$ 659	$ 1,203,309	2.5%	30,083	$ 200	$ 275	-	-
Furniture & home furnishings stores	$ 855	$ 1,561,641	1.0%	15,616	$ 225	$ 325	-	-
Electronics & appliance stores	$ 343	$ 626,960	0.5%	3,135	$ 225	$ 325	-	-
Miscellaneous store retailers	$ 9,849	$ 17,984,182	7.5%	1,348,814	$ 225	$ 325	4,000	6,000
Eating and Drinking								
Full-Service	$ 2,127	$ 3,883,017	5.0%	194,151	$ 325	$ 350	1,000	1,000
Limited-Service	$ 1,572	$ 2,871,332	10.0%	287,133	$ 275	$ 300	1,000	1,000
	$ 25,933	**$ 47,352,908**	**7.4%**	**$ 3,500,966**			**9,000**	**12,000**

2012 Market Size (Households)	1,931				Sales Productivity		Supportable SF	
Convenience								
Food & beverage stores	$ 932	$ 1,799,874	15.0%	269,981	$ 375	$ 400	1,000	1,000
Health & personal care stores	$ 6,119	$ 11,815,615	15.0%	1,772,342	$ 350	$ 475	4,000	5,000
Shoppers Goods	$ 4,515	$ 8,719,045						
General merchandise stores	$ 2,834	$ 5,472,088	0.5%	27,360	$ 200	$ 300	0	0
Clothing & clothing accessories stores	$ 642	$ 1,240,236	2.5%	31,006	$ 200	$ 250	0	0
Sporting goods, hobby, book, & music stores	$ 659	$ 1,272,502	2.5%	31,813	$ 200	$ 275	0	0
Furniture & home furnishings stores	$ 855	$ 1,651,439	1.0%	16,514	$ 225	$ 325	0	0
Electronics & appliance stores	$ 343	$ 663,012	0.5%	3,315	$ 225	$ 325	0	0
Miscellaneous store retailers	$ 9,849	$ 19,018,322	7.5%	1,426,374	$ 225	$ 325	4,000	6,000
Eating and Drinking								
Full-Service	$ 2,127	$ 4,106,301	15.0%	615,945	$ 325	$ 350	2,000	2,000
Limited-Service	$ 1,572	$ 3,036,441	12.5%	379,555	$ 275	$ 300	1,000	1,000
	$ 30,448	**$ 58,794,875**	**7.8%**	**$ 4,574,206**			**12,000**	**15,000**

Source: ESRI Business Analyst; Economics Research Associates, 2007.

ERA

- The final step in the retail demand analysis nets out existing retail space on the beach to understand the *net/incremental gain* generated by growth in visitor and resident markets. According to CoStar, Central Beach contains a total existing retail inventory of about 143,000 sq. ft. (as noted, Beach Place contains 96,000 sq. ft.).

- As illustrated in Table 41, **after netting out existing retail space from overall demand potentials, net market opportunities for additional general retail and food & beverage uses on Central Beach will be moderate**. As noted previously, this also includes inflow factors ranging from one to three percent to account for spending generated by various market segments outside of the core visitor and resident-base markets. These include day-trippers (who come primarily to go specifically to the beach), residents who live elsewhere but make a special trip to the beach for a specific shopping purchase or to eat out, convention delegates staying elsewhere in Greater Fort Lauderdale and the like.

- Thus, the analysis suggests **additional market support on Central Beach for roughly 25,000 to 50,000 sq. ft. or so of general retail space as well as 40,000 to 60,000 sq. ft. or so of food & beverage uses**.

ERA

Table 41: *Net* New Supportable Retail & Restaurant Space, 2012

Existing Space		
Estimated Retail Space @	30%	43,000
Estimated Restaurant Space @	70%	100,000
Total Existing Space (Sq. Ft.):		**142,344**

General Retail (Includes In-flow)	**Low**	**High**
2012 Retail Space Demand	71,000	95,000
Less Estimated Existing Space	(43,000)	(43,000)
Net New Supportable Space:	**28,000**	**52,000**

Food & Beverage (Includes In-flow)	**Low**	**High**
2012 Restaurant Space Demand	144,000	156,000
Less Estimated Existing Space	(100,000)	(100,000)
Net New Supportable Space:	**44,000**	**56,000**

Source: CoStar; ESRI Business Analyst; Economics Research Associates, 2008.

ERA

V. Potential Funding Strategies & Economic Benefits

The following highlights a list of *preliminary* potential funding strategies to ensure that specific elements of the Central Beach master plan—such as public realm improvements—are successfully implemented. This section of the master plan arrays specific public improvements as identified by Sasaki Associates, Inc. with a *preliminary* list of potential funding mechanisms and sources that may be available for use by the City or CRA.

Sasaki Associates prepared *preliminary* cost estimates (November 2008 dollars) for a range of public improvements proposed in the plan for several city-owned sites throughout the study area. These improvements, at a total estimated cost of almost $81 million in current dollars, in order of phasing, include:

- **Oceanside Plaza (Option A)**—comprises a 141,600 sq. ft. parking structure containing 400 parking spaces and a landscaped plaza on the existing surface parking lot, for a total estimated area of 177,775 sq. ft. Preliminary costs are $22.03 million;
- **Enhanced Las Olas Beach Plaza**—modifies the existing 6,000 sq. ft. plaza with new walls, steps and sculptural markers at an estimated cost of $599,200;
- **Channel Square & Water Taxi Streetscape**—contains a water taxi stop, landscaped plaza and streetscape improvements, and a "canal walk". Preliminary costs are $4.04 million plus $86,100 for the canal walk;

The four projects above comprise key improvements as part of the "Las Olas Gateway" concept of the plan at an estimated total cost of $26.76 million.

- **Almond Avenue Streetscape**—focuses streetscape improvements on Almond Avenue by providing a landscaped plaza, water feature, and streetscape improvements. Preliminary costs are $2,635,500;
- **D.C. Alexander Park**—the plan proposes significant improvements and upgrades to this city park, including: a 63,825 sq. ft. plaza, an iconic water feature, outdoor seating grove, pedestrian safety enhancements, and a landscape area to buffer an adjacent site that could accommodate future mixed-use development. Preliminary costs are $6.03 million for park improvements and $426,300 for street and parking improvements;

ERA

- **Las Olas Parking Structure**—provides a new, 400-space parking garage with architectural façade, landscaping, and streetscape improvements. Preliminary costs are $15.3 million;
- **Sunset Point**—the plan proposes a public plaza surrounding a future restaurant site (privately-developed), road and parking, and landscaping for $3.35 million;
- **Sebastian/Alhambra Site**—two public improvements are proposed on this site as a means of catalyzing private development: a 12,000 sq. ft. public park for $422,100 and a 536-space parking structure with façade treatments and landscaping at a cost of $18.64 million; and
- **Intracoastal Park**—the plan proposes a new public park along the Intracoastal Waterway to catalyze new private development adjacent to the marina. Elements include dredging, a boardwalk, landscaping and a playground at preliminary costs of $7.28 million.

Table 42: Public Improvements & Preliminary Cost Estimates

Public Improvements & Preliminary Cost Estimates
Central Beach Master Plan

Project		Cost Estimate
Oceanside Plaza Option A	$	22,030,750
Enhanced Las Olas Plaza	$	599,200
Channel Square/Water Taxi	$	4,043,375
Almond Avenue Streetscape	$	2,635,500
J.C. Alexander Park	$	6,454,490
Las Olas Parking Structure	$	15,341,200
Sunset Point	$	3,352,300
Sebastian/Alhambra Site	$	19,068,700
Intracoastal Park	$	7,284,200
Total-Preliminary Cost Estimates:	**$**	**80,809,715**

Source: Sasaki Associates, Inc.; November 2008

Two parcels in the Central Beach study area may provide opportunities for private investment in mixed-use development. This would enhance the tax base of the beach (and the City) and provide significant economic benefits. Moreover, if these projects utilize tax increment financing (TIF), they would supplement the current $5 million in annual tax increment (TIF) revenues generated by new development within the Central Beach CRA, but only until the CRA's expiration in 2019. ERA further notes that, while TIF may be an appropriate financing vehicle for several of the projects identified above (particularly lower-cost initiatives), information on how the $5 million is currently allocated among specific projects was not provided.

These parcels include the Sebastian/Alhambra site, which could accommodate a 10-floor, 350-room hotel and 500 or more parking spaces (150 spaces would be dedicated to public parking). The City controls the majority of this parcel and an opportunity exists to structure a public-private partnership for mixed-use development. In addition, the second parcel, the Birch Street South parking lot, is a valuable city-owned asset that could be developed to offset costs associated with these public realm improvements. The Birch Street lot can accommodate a 10-floor, 250-room hotel with ground-floor retail; redevelopment provides another opportunity for the city to structure a public-private venture.

Economic/Financing Challenges

Since the Central Beach Master Plan commenced in mid-2007, significant declines among the national, state and regional (South Florida) economies (ranging from declining property and sales tax revenues, job losses, mortgage and credit crises, housing foreclosures, and debacles on Wall Street) have created tremendous uncertainty among municipalities across the United States about the capacity to fund public realm improvements as those illustrated above. Moreover, tax reform legislation in Florida as well as limitations on the use of Tax Increment Financing (TIF) imposed since September 2007 as a result of the Strand v. Escambia County case by the state Supreme Court, have severely impacted opportunities to fund these projects; at a minimum, competition for those limited public funding programs identified below is intense.

Potential Funding Mechanisms

ERA examined a range of funding mechanisms by focusing on those mechanisms that are currently allowed under Chapter 163 of the Florida State Statutes. Chapter 163 of the Florida Statutes outlines growth policy, county and municipal planning, community redevelopment, and land development regulations in the State of Florida, and allows local governments to adopt a package of financial and local government incentives for new development, expansion of existing development, and

redevelopment within a redevelopment area. Examples of such private development incentives include:

- Waiving license and permit fees
- Exempting sales made in the urban infill and redevelopment area from local option sales surtaxes imposed pursuant to s. 212.055
- Waiving delinquent local taxes or fees to promote the return of property to productive use
- Expediting permitting
- Lowering transportation impact fees for development which encourages more use of public transit, pedestrian, and bicycle modes of transportation
- Prioritizing infrastructure spending within the urban infill and redevelopment area
- Having local government absorb developers' concurrency costs, and
- Issuing redevelopment revenue bonds if a local government has an adopted urban infill and redevelopment plan using Tax Increment Financing to finance implementation.

Tax Increment Financing (TIF)

Tax Increment Financing, commonly referred to as TIF, is a financing tool used by local governments to finance development using future gains in taxes that are realized from the increase in value in real estate due to these improvements. TIF is a mechanism employed by cities and counties across the United States to fund public investments in areas slated for redevelopment by capturing, for a pre-determined period of time, all or a portion of the increased property tax revenues that may result if the redevelopment stimulates private investment. It is assumed that these public improvements serve as a catalyst for redevelopment in a TIF district by making it more attractive to developers and businesses.

When a public project is completed, such a new road, real estate values from those properties that benefit from the improvement are likely to increase, which often stimulates new development, creating an increase in tax revenue. This projected increase in tax revenue is used to finance debt to pay for the improvement. Cities and counties may designate a TIF district which is comprised of

those properties that would likely benefit from the public improvement. These districts are in place for an adequate time period for increased tax revenues to pay back the bonds issued to fund the improvement. TIF funds are used by local governments for a variety of projects, including sewer expansion and repair, sidewalk improvements, street lighting, landscaping, park improvements, parking structures, and land acquisition.

TIF in Florida

In Florida, TIF has been a highly successful financing tool for redevelopment since the Florida Legislature adopted an amendment to the Community Redevelopment Act to allow community redevelopment agencies (CRAs) to use TIF in 1977. As noted above, however, the use of TIF as a financing tool for redevelopment in Florida is highly uncertain. The 2007 Strand v. Escambia County decision is fueling much of this uncertainty. The case, which generated significant opposition from municipalities and redevelopment entities across the state, concluded that Escambia County is without authority to issue TIF bonds without first obtaining approval by referendum as required by the Florida Constitution.

On May 4, 2006, Escambia County adopted an ordinance which established the Southwest Escambia Improvement District and the Southwest Escambia Improvement Trust Fund, authorizing the use of TIF in order to fund the Trust. In conjunction, the County adopted a resolution authorizing itself to issue bonds not exceeding $135 million for the Southwest Escambia Improvement District. These bonds were to finance a four-lane road-widening project in the Southwest Escambia Improvement District, to improve economic development in the area and alleviate traffic congestion.

The state Supreme Court reversed a lower trial court's final judgment in this case and held that Escambia County does *not* have authority to issue bonds without a referendum. In short, local governments in Florida must first receive voter approval before issuing TIF bonds, which creates significant uncertainty for developers and municipal officials when making funding decisions regarding redevelopment projects.

As a result of the outcry from municipal and development interests across the state following this decision, in October 2007 the court clarified that projects using TIF funding as the dedicated payback mechanism for improvement bonds issued *prior* to the decision could continue. In September 2008, the state Supreme Court *rescinded* its 2007 decision; however, Dr. Strand filed a Motion for Rehearing immediately following the Supreme Court's decision. The effect of this filing is to put the

court's September 2008 ruling *on hold* until the motion for rehearing is disposed of, thus putting the use of TIF funds in legal limbo again until the rehearing Escambia County filed becomes final.

In the Central Beach CRA, TIF revenues from recent new development generate approximately $5 million per year for public realm improvements. However, the CRA expires in 2019 and, while TIF will continue to be generated in the CRA district from current projects through 2019, the City is reluctant to issue bonds based on future new development because, upon expiration in 2019, TIF as a funding source would no longer be available to back-stop any long-term bonds issued in the near future.

The remainder of this memorandum identifies *potential* funding sources that could be used for each of the priority public realm projects identified above. The majority of potential funding sources are grants-in-aid from various Federal or state agencies that will be enormously competitive to secure. ERA notes that **the funding sources identified below are intended to be illustrative and by no means reflect the only sources of possible funding for these initiatives.** Information on various Federal or state grants can be obtained from the Federal Register; www.grants.gov; the Florida League of Cities; Grants Explorer (a fee service); www.FoundationCenter.org; www.HousingFinance.com; and various Federal and state agency websites.

In addition, ERA calculated the likely economic benefits accruing to the City and other relevant levels of government from new development occurring in the study area as measured in the market analysis prepared for the master plan.

Oceanside Plaza (Option A)/Las Olas/Sebastian Parking Structures

The plan proposes construction of three major parking facilities: 1) Oceanside Plaza (Option A) comprises a 141,600 sq. ft. parking structure containing 400 parking spaces and a landscaped plaza on the existing surface parking lot, for a total estimated area of 177,775 sq. ft. Preliminary costs are $22.03 million; 2) the Las Olas parking facility provides a new, 400-space parking garage with architectural façade, landscaping, and streetscape improvements. Preliminary costs for this project are $15.3 million; and 3) Sebastian/Alhambra includes a 536-space parking structure at an estimated cost of $18.64 million. In total, preliminary cost estimates for the provision of more than 1,300 additional parking spaces on the beachfront fall in the range of $55.9 million.

ERA

Notably, a **net *gain* in the number of parking spaces on the beachfront provided by these two facilities will also serve the public good by increasing the amount of annual revenue generated by public parking**. Detailed feasibility studies on costs and revenues will be required. Potential funding sources may include:

- **Revenue Bonds**—Municipal revenue bonds are a primary source of funding to build parking garages. Issued by a municipality, revenue bonds usually do not affect local real estate/ad valorem taxes because they are pledged against net revenues generated by the facility. However, revenue bonds are usually secured by a variety of public parking facilities, including off-street garages, surface lots and on-street meters. In light of the ongoing credit crises, parking garage revenues should achieve minimum annual debt coverage ratios (i.e., the ratio of net income to debt service) of 1.3 to 1.5 (i.e., net income is 130% to 150% greater than debt service payments) over the projected life of the bond. The City of Fort Lauderdale will need to conduct detailed feasibility studies, including financial as well as cost-benefit analyses to demonstrate a project's worth above costs as well as the extent of likely public benefits.

Several other supplemental sources *may* be available for parking garage construction. These may include:

- **General Obligation (G.O.) Bonds**—Funding parking garage construction may be possible through a GO Bond if it is tied to a capital project such as infrastructure or roadway improvement. However, the bond issuer (i.e., the City) must meet the public-purpose provisions of the 1986 Tax Reform Act and subsequent amendments as well as consider the implications of adding new bonded indebtedness to the City's outstanding statutory debt.

- **"Lease Revenue Bonds"**—Also known as "appropriation obligations", a lease agreement or certifications of participation (COP) in a lease, or installment purchase contracts, are established between a municipality and a developer. The bond finances construction of the parking garage with the municipality committing an annual funding allotment. These obligations have grown as municipalities face debt ceilings or are required by state law to obtain voter approval of debt issues. These appropriations also are subject to annual recommitment of funding. In the event the annual appropriation is not made, the investor can reclaim the collateral (i.e., the garage).

ERA

Enhanced Las Olas Beach Plaza

The master plan recommends modification of the existing 6,000 sq. ft. plaza with new walls, steps and sculptural markers at an estimated cost of $599,200. Potential funding sources include:

- **TIF Revenues—**The project's modest costs make it a strong candidate to use some portion of the approximately $5 million in annual tax increment revenues that are generally in the CRA from recent new development, as costs could be paid back well before the CRA expires in 2019.

- **Florida Forever Program—** The Florida Forever Program provides grants to eligible applicants for the acquisition of land for community-based parks, open space, and greenways that further the outdoor recreation and natural resource protection needs identified in local government comprehensive plans.

- **Florida DEP Greenways & Trails Program**—Funding from the state's Department of Environmental Protection Greenways & Trails Program is used to acquire lands to establish a statewide system of greenways and trails. In this case, criteria in the DEP program could be used because the Las Olas Plaza project would serve as an "open space connector" linking the beachfront with the Intracoastal Waterway, as the open space connector would link parks, nature reserves, cultural features or historic sites with each other and populated areas.

Channel Square & Water Taxi Streetscape

The master plan proposes a water taxi stop, landscaped plaza and streetscape improvements, and a "canal walk" for Channel Square. Preliminary 2008 costs are estimated at $4.04 million plus $86,100 for the canal walk. Potential funding sources include:

- **Transportation, Community & System Preservation (TCSP) Program**—the TCSP program is administered by the Florida Department of Transportation (FDOT). Funds may be used to carry out eligible projects to integrate transportation and community preservation plans and practices that improve transportation system efficiencies; reduce transportation impacts on the environment; reduce the need for costly future investments in public infrastructure; and provide efficient access to jobs, services, and centers of trade.

- **TIF Revenues**—Estimated modest costs of the "canal walk" ($86,100) suggest that TIF monies could be used to fund construction.

- **Transportation Enhancement Grants—**The Transportation Enhancement Program (TEP) is a Federal program administered by FDOT. TEP is not a grant program; rather, projects are undertaken by project sponsors, such as the City, and eligible costs are reimbursed. The proposed action must provide facilities for pedestrians and bicycles and safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and scenic or historic sites; and, landscaping and other scenic beautification.

- **Other Federal Grants—**Potential funding sources include: grants from the U.S. Department of Commerce Economic Development Administration (EDA) and U.S. Department of Transportation.

Almond Avenue Streetscape

This project focuses streetscape improvements on Almond Avenue by providing a landscaped plaza, water feature, and streetscape improvements. Preliminary costs are $2,635,500. Potential funding sources include:

- **TCSP Program and Transportation Enhancement Grants**—as detailed elsewhere in this memorandum, these enhancement grants require the City or CRA as project sponsor.

- **U.S. Department of Housing & Urban Development (HUD) CDBG Program**—provides funding in designated areas for street repair and re-construction and park and recreation improvements.

- **Annual City Department of Public Works Funding**—for streetscape improvements.

D.C. Alexander Park & Intracoastal Park

The master plan proposes significant improvements and upgrades to Alexander Park, including: a 63,825 sq. ft. plaza, an iconic water feature, outdoor seating grove, pedestrian safety enhancements, and a landscape area to buffer an adjacent site that could accommodate future mixed-use development. Preliminary costs are $6.03 million for park improvements and $426,300 for street and parking improvements.

For the proposed Intracoastal Park, the plan proposes a new public park along the Intracoastal Waterway to catalyze new private development adjacent to the marina. Elements include dredging, a boardwalk, landscaping and a playground at preliminary costs of $7.28 million.

Potential funding sources for these projects include:

- **Florida Recreation Development Assistance Program (FRDAP)—**The Florida Recreation Development Assistance Program (FRDAP) is a competitive grant program, administered through the Florida Department of Environmental Protection. It provides financial assistance to local governments for development or acquisition of land for public outdoor recreation. All county and municipal governments in Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the public are eligible. The maximum grant request may not exceed $200,000.

- **Land & Water Conservation Fund (LWCF) Program**—this fund is a competitive program administered through Florida's Department of Environmental Protection and provides grants for acquisition or development of land for public outdoor recreation use. All local governmental entities with the legal responsibility for providing outdoor recreational sites and facilities for use and benefit by the public are eligible. LWCF Funds may be used for outdoor recreation areas and facilities such as beaches, picnic areas, trails, ball fields, tennis and basketball courts, and playgrounds, along with associated support facilities such as lighting, parking, restrooms and landscaping.

- **Florida DEP Greenways & Trails Program**—funding from the state's Department of Environmental Protection Greenways & Trails Program could possibly be used to acquire the land required to construct Intracoastal Park because it meets the guidelines of establishment of a system of greenways and trails. Moreover, the park would serve as an "open space connector" linking various parts of Central Beach with the Intracoastal Waterway.

Sunset Point

For Sunset Point, the plan proposes a public plaza surrounding a future restaurant site (privately-developed), road and parking, and landscaping for $3.35 million. Potential funding sources include:

- **TIF Revenues**—while the estimated costs of this project are high relative to the annual TIF revenues generated in the Central Beach CRA, the potential to catalyze private investment on this site in the form of commercial retail/restaurant development is positive. A financial analysis should be conducted to determine whether a long-term ground lease and TIF revenues generated through 2019 are sufficient to backstop a $3.35 million bond for this project.

ERA

- **Land & Water Conservation Fund (LWCF) Program**—as noted, this fund provides grants for outdoor recreation areas and facilities. Eligibility for public funding in this case needs to ensure that the public plaza surrounding private development is, in fact, public and used for "outdoor recreation".

Sebastian/Alhambra Site

The plan proposes two public improvements for this site as a means of catalyzing private development: a 12,000 sq. ft. public park for $422,100 and a 536-space parking structure with façade treatments and landscaping at a cost of $18.64 million. Similar to the proposed improvements at Channel Square, the estimated modest cost of the public park ($422,100) suggest that TIF monies could be used to fund construction given the significant potential to leverage private development of a 350-room hotel. Other funding sources for the public park include those grants identified elsewhere in this memorandum that could be used for public outdoor recreation, open space, and environmental enhancements.

Funding Program Details

The following provides additional information on a range of potential funding sources as identified in this memorandum.

Transportation, Community and System Preservation (TCSP) Program

As outlined by the Florida Department of Transportation (FDOT), the Transportation, Community, and System Preservation (TCSP) Program is intended to address the relationships among transportation, community, and system preservation plans and practices and identify private sector-based initiatives to improve those relationships. Funds may be used to carry out eligible projects to integrate transportation, community, and system preservation plans and practices that:

- Improve the efficiency of the transportation system
- Reduce transportation impacts on the environment
- Reduce the need for costly future investments in public infrastructure
- Provide efficient access to jobs, services, and centers of trade, and

ERA

- Examine community development patterns and identify strategies to encourage private sector development.

Priority consideration for TCSP funds will be given to applicants that:

- Institute coordinated preservation or development plans that promote cost-effective investment and private sector strategies
- Institute other TCSP polices such as those addressing high-growth areas, urban growth boundaries, "green corridors" programs that provide access to major highway corridors for controlled growth areas
- Address environmental mitigation, and
- Encourage private sector involvement.

The program states that Metropolitan Planning Organizations (MPOs) and local governments are eligible to apply for funds. The Federal share is generally 80 percent, subject to the sliding scale adjustment, which is a 1.93 percent additive for Florida, for a total federal share of 81.93 percent. Florida has elected to utilize toll credits to "soft match" these federal funds in lieu of matching with state funds. This, in essence, allows FDOT to increase the Federal share to 100 percent without any additional non-federal funds required.

Transportation Enhancement Grants

The Transportation Enhancement Program (TEP) is a Federal program administered by FDOT, with TEP guidance and direction provided by the Environmental Management Office. Funding for transportation enhancement projects is provided by the Federal Highway Administration (FHwA) through the Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA-LU). Funding is intended for projects or features that go beyond what has been customarily provided with transportation improvements. This program is for projects that are related to the transportation systems but are beyond what is required through normal mitigation or routinely provided features in transportation improvements. TEP is not a grant program; rather, projects are undertaken by project sponsors, and eligible costs are reimbursed. Currently an estimated $35 million to $40 million in funding is available on an annual basis.

ERA

For a proposed project to be eligible for TEP funding, it must meet two basic considerations.

- The proposed action must be one of the listed transportation enhancement activities, which include: the provision of facilities for pedestrians and bicycles and safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and scenic or historic sites; and, landscaping and other scenic beautification; and
- The proposed action must relate to surface transportation.

Once a relationship to surface transportation is established, TEP activities can be implemented in a number of ways. They can be developed as parts of larger transportation projects, as parts of larger joint development projects, or as stand-alone projects. All TEP-funded activities are subject to the National Environmental Policy Act of 1969 (NEPA). Considerable flexibility and streamlining of the NEPA process is available for TEP projects, and many projects qualify under the first consideration above, or as programmatic categorical exclusions which can simplify and expedite the NEPA process. Examples of qualifying activities include:

- Separate bicycle paths/multi-use trails
- Bicycle/pedestrian grade separation
- Bicycle parking facilities
- Sidewalks (including sidewalks that complete systems identified in a community pedestrian plan)
- Drainage modifications to accommodate bicycle/pedestrian facilities
- Pedestrian lighting
- Restrooms

Applications for TEP projects must be submitted by a sponsor that is a recognized government body or agency with the ability to enter into a binding contract (agreement) with the State of Florida. Sponsors can include a municipal government (city or town), county governments, and state and/or Federal agencies.

ERA

The sponsor must be willing to: (1) provide any funding match that may be required; (2) enter into any required maintenance agreements with the Department; and/or (3) support other actions necessary to fully implement the proposed project. The sponsor is usually the organization that owns and/or operates the completed project.

Florida Economic Development Transportation Fund

The State of Florida has its Economic Development Transportation Fund "Road Fund" ($36,750,000 in fiscal year 2008). This program is most frequently used when a transportation impediment serves to preclude or prevent economic development (e.g., corporate relocation) in Florida. There were nine active projects approved in fiscal year 2007 that are expected to generate $627 million in private investment. Notably, the remaining balance of the Road Fund for FY 2008-2009 is $20 million, a $10 million increase from FY 2007-2008.

Florida Community Trust's Florida Forever Grant Program

Established through Florida's Department of Community Affairs, the Florida Communities Trust (F.C.T.) was created in 1989. The Trust was originally funded primarily through the Preservation 2000 bond program, which was dedicated to the purchase of sensitive lands throughout the State. In 1999, the Florida Legislature approved Florida Forever as the successor program to Preservation 2000 and the Trust continues to assist communities as well as non-profit environmental organizations in acquiring land for conservation and recreation. The Florida Forever Program provides grants to eligible applicants for the acquisition of land for community-based parks, open spaces, and greenways that further the outdoor recreation and natural resource protection needs identified in local government comprehensive plans.

The Florida Legislature requires the Florida Forever Program to:

- Emphasize funding projects in low-income or otherwise disadvantaged communities
- Direct at least 30 percent of its funding to projects in metropolitan areas and half of that amount within the built-up urban area, and
- Use no less than five percent to acquire lands for recreational trail systems.

Matching and full grants for land acquisition projects are provided to communities through an annual competitive application cycle. Approximately $66 million is available to eligible applicants each year.

The Trust annually receives 22 percent of the $300 million Florida Forever fund. As of January 2008, more than 79,000 acres have been preserved. The Trust has provided more than $678 million of the total $1.2 billion used to acquire these lands and local government partners have provided a match of more than $566 million. In conjunction with other state agencies that receive funding through the land preservation bond program, more than one million acres have been acquired for public use and enjoyment.

North American Wetlands Conservation Act

The North American Wetlands Conservation Act of 1989 provides matching grants to organizations and individuals who have developed partnerships to carry out wetlands conservation projects in the United States, Canada, and Mexico for the benefit of wetlands-associated migratory birds and other wildlife. The act consists of a Standard and a Small Grants Program. Both are competitive grants programs and require that grant requests be matched by partner contributions at no less than a 1-to-1 ratio. Funds from U.S. Government sources may contribute towards a project, but are not eligible as match.

The Standard Grants Program supports projects in Canada, the United States, and Mexico that involve long-term protection, restoration, and/or enhancement of wetlands and associated uplands habitats. The Small Grants Program operates only in the United States; it supports the same type of projects and adheres to the same selection criteria and administrative guidelines as the U.S. Standard Grants Program. However, project activities are usually smaller in scope and involve fewer project dollars. Grant requests may not exceed $75,000, and funding priority is given to grantees or partners new to the Act's Grants Program.

The Congressional appropriation to fund the Act's Grants Program in FY 2008 is $40.3 million. Additional program funding comes from fines, penalties, and forfeitures collected under the Migratory Bird Treaty Act of 1918; from Federal fuel excise taxes on small gasoline engines, as directed by amendments to the Federal Aid in Sport Fish Restoration Act of 1950, to benefit coastal ecosystem projects; and from interest accrued on the fund established under the Federal Aid in Wildlife Restoration Act of 1937. A total of $84.4 million is available to fund grants in FY 2008.

Florida Greenways and Trails Program (DEP-OGT)

Florida Department of Environmental Protection's Greenways and Trails Program is used to acquire lands to facilitate establishment of a statewide system of greenways and trails. A greenway is defined by the Department as:

- A linear open space established along either a natural corridor, such as a riverfront, stream valley, or ridge-line, or over land along a railroad right of way converted to recreational use, a canal, a scenic road or other route
- Any natural or landscaped course for pedestrian or bicycle passage
- An open space connector linking parks, nature reserves, cultural features or historic sites with each other and populated areas
- A local strip or linear park designated as a parkway or greenbelt.

Trails are defined as linear corridors and any adjacent support parcels on land or water providing public access for recreation or authorized alternative modes of transportation.

The program receives 1.5 percent of the allocations funded by the state under the Florida Forever Act (approximately $4.5 million per year). Federal, state and local governments, non-profit organizations, and individuals are eligible to apply.

Recreational Trails Program (RTP)

The Recreational Trails Program (RTP) is a Federally funded competitive grant program, administered through Florida's Department of Environmental Protection, which provides financial assistance to agencies of city, county, state or Federal government, and organizations, approved by the state or Indian tribal governments recognized by the state or Federal government, for development of recreational trails, trailheads and trailside facilities. The current maximum grant amount for mixed-use projects and non-motorized projects is $250,000. The maximum grant award amount for motorized projects is $592,000. All grant awards must be matched.

Florida Recreation Development Assistance Program (FRDAP)

The Florida Recreation Development Assistance Program (FRDAP) is a competitive grant program, administered through the Florida Department of Environmental Protection. It provides financial

assistance to local governments for development or acquisition of land for public outdoor recreation. All county and municipal governments in Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the public are eligible. The maximum grant request may not exceed $200,000.

Matching requirements vary according to the project. If the total project cost is $50,000 or less, no local match is required. If the total project cost is $50,001to $150,000, a local match of 25 percent is required. For projects that cost more than $150,000, a 50 percent local match is required. The value of undeveloped land owned by the applicant (subject to conditions) or in-kind services may be used for the match.

Land & Water Conservation Fund (LWCF) Program

The Land & Water Conservation Fund (LWCF) is a competitive program administered through Florida's Department of Environmental Protection which provides grants for acquisition or development of land for public outdoor recreation use. All local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the public are eligible to apply. The matching ratio is one applicant dollar to one Federal dollar for all LWCF grant awards. LWCF Funds may be used for:

- **Development**: Outdoor recreation areas and facilities such as beaches, picnic areas, trails, ball fields, tennis and basketball courts and playgrounds along with associated support facilities such as lighting, parking, restrooms and landscaping. Enclosed buildings and structures (except restrooms, restroom/concession buildings and bathhouses) are ineligible
- **Acquisition:** Land for outdoor recreation purposes

For private development projects, the applicant must own the project site or lease it from a public agency by the closing date of the application submission period. Land owned or leased by the applicant must be dedicated in perpetuity for use as a public outdoor recreation area.

Section 108 Loan Guarantee Program

The Section 108 Loan Guarantee Program administered by the Florida Department of Community Affairs (DCA) offers local governments a source of financing for economic development, large-scale public facility projects, and public infrastructure. The United States Department of Housing and Urban Development, which authorized the program in 1974, sells bonds on the private market and

uses the proceeds to fund Section 108 loans through the state to local governments. Local governments may loan the funds (which must be repaid) to third parties to undertake eligible Community Development Block Grant (CDBG) activities (typically economic development) or use the funds for other eligible CDBG activities.

In 1997, the Florida Legislature passed changes to the Small Cities Community Development Block Grant Program which allows up to $160,000,000 in loans to be guaranteed by the state's annual CDBG allocation for loans made to small cities and counties on behalf of their needs for economic and community development. Eligible activities for Section 108 loans must principally benefit low- and moderate-income people; assist in the elimination or prevention of slum and blight conditions; or meet other community development needs that have a particular urgency and are of very recent origin. Examples of eligible Section 108 projects include:

- Real property acquisition as part of an otherwise eligible activity
- Rehabilitation of publicly or privately owned real property
- Housing rehabilitation or development eligible under the Community Development Block Grant program and related relocation
- Demolition, clearance, and site improvements for eligible Community Development Block Grant activities
- Section 108 loan closing costs and issuance costs of related public offerings
- Public infrastructure; and
- Eligible economic development activities.

The state legislature has set an individual cap per local government of $7,000,000 in loan guarantees.

Florida Community Development Block Grant (CDBG) - Economic Development

Florida's Community Development Block Grant (CDBG) Program provides an opportunity for eligible municipalities and counties to compete for funds to improve housing, streets, utilities, public facilities, and downtown areas, and to create jobs for low- and moderate-income Floridians. The CDBG Program consists of two components—an *entitlement program* that provides funds directly to

urban areas and a *small cities program* which funds rural community and small city activities. The Federal government mandates that states:

- Adhere to many of the stringent requirements imposed by the U. S. Department of Housing and Urban Development on entitlement communities
- Target low-and moderate-income persons (70 percent of the funds must be used for activities that benefit such persons)
- Provide for citizen and public participation, and
- Allow home ownership assistance as an eligible activity.

To be *fundable*, an activity must meet certain eligibility and national objective requirements:

- To qualify under the Low-Moderate National Objective, at least 51 percent of the beneficiaries must be low- and moderate-income persons. The U. S. Department of Housing and Urban Development has defined a low-and moderate-income person as one whose total family income is at or below 80 percent of the area's median income
- Under the Slum and Blight National Objective, the area must be a slum or blighted area as defined by state or local law, and
- Activities funded under the Urgent Needs National Objective must alleviate existing conditions which pose a serious and immediate threat to area residents and are 18 months or less in origin. Additionally, the local government must demonstrate that it is unable to finance the activity on its own and that other funding is not available.

Funds may be sought only for eligible activities, including:

- Housing rehabilitation and preservation
- Water/sewer and other drainage improvements
- Street repair and re-construction and park and recreation improvements, and
- Economic development activities such as downtown revitalization.

Economic Benefits

ERA calculated the likely economic benefits accruing to the City and other relevant levels of government from new development occurring in the study area as measured in the market analysis prepared for the master plan.

Fiscal and economic benefits generated by real estate development exist on two levels—direct and indirect. Direct impacts are those produced directly on-site—the jobs of construction workers, materials purchased locally for construction, new jobs created in new uses, retail sales at the site, and associated taxes generated across these factors. However, a number of indirect impacts also exist; for example, jobs and earnings as a result of contractors purchasing materials from local lumberyards or additional needs of on-site workers that go beyond the confines of what happens on-site. These "ripple effect" indicators require more in-depth analysis beyond the scope of this study. However, it is important to note that they exist as additional benefits of new development on Central Beach. ERA has divided the economic benefits created by new development on Central Beach into three types:

One-time Construction Benefits (Table 43) include the cost of materials for construction and jobs generated by the project as well as associated taxes. In this instance, sales tax on construction materials are the primary tax because the State of Florida does not have a personal income tax. Construction of the development program tested in the market analysis could provide upwards of **2,700 one-time construction jobs and $6.7 million in annual sales taxes** for the State of Florida from the purchase of construction materials locally.

Ongoing Property Tax Benefits (Table 44) reflect property taxes generated by the net new assessed value of development (represented as construction costs). The total property tax mil rate (amount paid per $1,000 of value) for Broward County in 2007 was $20.7251. Of this, the City of Fort Lauderdale receives $5.413, and the remainder goes to other taxing authorities including County Services, the Broward County School Board, the South Florida Water Management District, Children's Services, and the Florida Inland Navigation District. New development at build-out could expect to generate an additional **$2.034 million in annual property taxes for the City**, with an additional $5.7 million in annual taxes generated for other taxing agencies.

Ongoing Other Benefits (Table 45) include new employment by land use, business taxes, annual sales taxes generated by retail, restaurants and hotel, and lodging taxes. Redevelopment projects on Central Beach could be expected to generate the following other benefits:

- An estimated 600 new jobs and 900 residents
- An estimated $8.8 million in annual sales taxes to the State of Florida from retail, restaurants and hotel rooms
- Additional business taxes, paid annually by each establishment estimated at more than $11,000 per year
- An estimated $2.76 million in annual lodging taxes generated by new hotel development, which go to Broward County to benefit the Convention and Visitors Bureau and to pay off bonds associated with construction of the convention center.

Economic Stimulus Created by Public Improvements

In ERA's experience in redevelopment and revitalization projects across the United States, **typical ratios of public investment that subsequently leverage *short-term* private investment generally falls in the range of $1:$3.** In other words, for every $1 in public investment, $3 in private investment is typically generated within the first five or so years. Over time, particularly in healthy real estate markets across the United States, this leverage ratio can be substantially higher, and may reach $1:$12 at stabilization.

While it is beyond the scope of this study to provide detailed financial feasibility studies, Table 44 below conservatively estimates **development value in the range of $385 million** of the market-supportable uses measured in the market analysis. If the City of Fort Lauderdale undertakes public investment for each of the key initiatives identified in the master plan (which are estimated at $80.8 million in 2008 dollars), this would reflect **leverage ratios in the range of $1:$5**—*above* that which is typical in the early years of redevelopment across the United States—because of the high assessed (development) values created by anticipated lodging/condominium hotel development.

TIF Revenues at Buildout

Estimated development value in the range of $385 million for the uses identified in the market analysis has the potential to create significant TIF revenues. However, in order to estimate TIF

revenues at buildout, a more detailed financial analysis—for both income properties as well as for-sale uses—will be required. The analysis will require specific information on a number of key assumptions, including:

- Annual deliveries/absorption
- Commercial rents and residential for-sale prices
- Number of residential properties receiving the City's homestead exemption, and
- Location and current use of redevelopment sites to derive (and net out) current assessed values

ERA

Table 43: One Time Construction Benefits

	Residential	Office	Retail	Restaurants	Hotel
Construction Costs					
Total Hard Cost	$ 142,545,000	$ 5,074,000	$ 3,168,563	$ 4,224,750	$ 93,620,138
% of Total Cost - Labor 1/	40.0%	40.0%	40.0%	40.0%	40.0%
% of Total Cost - Materials 1/	60.0%	60.0%	60.0%	60.0%	60.0%
Total Labor Cost	$ 57,018,000	$ 2,029,600	$ 1,267,425	$ 1,689,900	$ 37,448,055
Total Materials Costs	$ 85,527,000	$ 3,044,400	$ 1,901,138	$ 2,534,850	$ 56,172,083
Total Hard Costs	**$ 142,545,000**	**$ 5,074,000**	**$ 3,168,563**	**$ 4,224,750**	**$ 93,620,138**
Construction Jobs					
Total Labor Cost	$ 57,018,000	$ 2,029,600	$ 1,267,425	$ 1,689,900	$ 37,448,055
Average Annual Wage 2/	$ 45,789	$ 45,789	$ 45,789	$ 45,789	$ 45,789
Person Years of Construction Employment	1,245	44	28	37	818
Total Months of Construction	60 Months	60 Months	60 Months	60 Months	60 Months
Average Annual Construction Jobs	**250**	**10**	**10**	**10**	**160**
Construction-Related Sales Tax					
Total Materials Cost	$ 85,527,000	$ 3,044,400	$ 1,901,138	$ 2,534,850	$ 56,172,083
% of Materials Purchased in FL 3/	75.0%	75.0%	75.0%	75.0%	75.0%
State of FL Sales Tax Rate 4/	6.0%	6.0%	6.0%	6.0%	6.0%
Total Construction-Related Sales Tax	**$ 3,848,700**	**$ 137,000**	**$ 85,600**	**$ 114,100**	**$ 2,527,700**

NOTES:

1/ ERA assumption

2/ Average annual wage based on 2006 Industry Employment Data for Broward County by the Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program (QCEW), adjusted for inflation

3/ ERA assumption

4/ State of Florida sales tax rate

All values are 2007 Dollars

Source: RS Means 2007; Florida Agency for Workforce Innovation; Economics Research Associates, May 2008

ERA

Table 44: Annual Property Tax Revenue, At Build-Out

	Residential	Office	Retail	Restaurants	Hotel
Projected Development (sf) /1	1,000,000	40,000	37,500	50,000	806,375
Total Construction Costs per SF	$ 220.94	$ 196.62	$ 130.97	$ 130.97	$ 179.96
Total Costs	$ 220,944,750	$ 7,864,700	$ 4,911,272	$ 6,548,363	$ 145,111,213
Minus Homestead Exemption /2	*$ 10,000,000*				
Assessed Values	$ 210,944,750	$ 7,864,700	$ 4,911,272	$ 6,548,363	$ 145,111,213
X Ft. Lauderdale Property Tax Rate /3	0.00543	0.00543	0.00543	0.00543	0.00543
Ft. Lauderdale Property Taxes	$ 1,145,704	$ 42,716	$ 26,675	$ 35,566	$ 788,143
X Other Property Tax Rate /4	0.01529	0.01529	0.01529	0.01529	0.01529
Other Property Taxes	$ 3,226,147	$ 120,281	$ 75,112	$ 100,149	$ 2,219,302
Total Property Taxes	**$ 4,371,851**	**$ 162,997**	**$ 101,787**	**$ 135,715**	**$ 3,007,444**

NOTES:
1/ Reflects the mean sf of the projected range of demand
2/ Homestead exemption reflects $25,000 per owner-occupied unit
3/ 2006 Rate
4/ Other taxing agencies in Broward County include the County Services, Broward County School Board, the South Florida Water Management District, Children's Services, and Florida Inland Navigation District
All values are 2007 Dollars

Source: RS Means 2007; Florida Department of Revenue; City of Fort Lauderdale; Economics Research Associates, May 2008.

ERA

Table 45: Annual Additional Benefits, At Build-Out

	Residential	Office	Retail	Restaurants	Hotel
Employment					
New Residents/Employees /1	900	200	94	125	191
Average Annual Wage/ 2	$ 58,315	$ 50,080	$ 29,883	$ 16,472	$ 27,249
Sales Tax					
Total Sales			$ 24,578,597	$ 46,292,430	$77,973,616
Tax Rate			6.0%	6.0%	6.0%
Annual Sales Tax (State)			**$ 1,474,716**	**$ 2,777,546**	**$ 4,678,417**
Business Tax					
County Rate		$ 37.50	$ 45.00	$ 90.00	$ 2.25
Per		Employee	Establishment	Establishment	Room
# /3		200	13	10	986
Total County Business Tax Receipts		**$ 7,500**	**$ 563**	**$ 900**	**$ 2,219**
City Rate	$ 6.30	$ 157.50	$ 157.50	$ 84.00	$ 6.30
Per	Apartment	Establishment	Establishment	Establishment	Room
# /3	300	16.00	13	10	986
Total City Business Tax	**$ 1,890**	**$ 2,520**	**$ 1,969**	**$ 840**	**$ 6,212**
Lodging Tax					
Rooms					986
Estimated Total Rooms Revenue					$ 56,327,526
Tax Rate					5.0%
Annual Lodging Tax					**$ 2,816,376**
Total Estimated Annual Impact to:					
City	$ 1,890	$ 2,520	$ 1,969	$ 840	$ 6,212
County	$ -	$ 7,500	$ 563	$ 900	$ 2,818,595
State	$ -	$ -	$ 1,474,716	$ 2,777,546	$ 4,678,417

NOTES:

1/ Number of residents are calculated by new units X Central Beach 2012 Avg HH Size (1.5); Office=new sf/200 sf/emp; retail=new retail sf/400 sf/emp; restaurant =new restaurant sf/400 sf/emp; hotels are based on 24.1% of total hotel revenue/avg salary

2/ Wage data from the Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program (QCEW). Released November 2007. Office worker data is based on a weighted average of industries based on the share of office users in that industry and its concentration in Broward County

3/ Number of establishments were estimated by dividing total square feet per use by: 2,500 sf per office est., 3,000 sf per retail est., 5,000 sf per restaurant

All values are 2007 Dollars

Source: State of Florida; Broward County; City of Fort Lauderdale; 2007 PKF Trends in the Hotel Industry; Economics Research Associates, May 2008.

Fort Lauderdale Central Beach
Order of Magnitude Estimate for Public Improvements
Sasaki Associates, Inc.
SA # 74311.00
November 12, 2008

SHORT TERM IMPROVEMENTS - 5 Years

Enhanced Las Olas Beach Plaza - 6,000 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Modified Plaza to Beach	6,000	SF	$30.00	$180,000	New pavement and landscape
New walls and steps	240	LF	$200.00	$48,000	New pavement and landscape
Sculptural Markers	2	EA	$100,000.00	$200,000	New pavement and landscape
				$428,000	
				$171,200	40% Design + Construction Contingency + Soft Costs
				$599,200	***subtotal***

Oceanside Plaza - Option A - 177,775 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Area A - 141,600 SF					
Parking Structure (Base Price)	400	space	$20,000.00	$8,000,000	$38/sf; 335sf/space; Miami=86.5% of national average
Architectural Façade (4 sides)	25,200	SF	$35.00	$882,000	(840 lf); Range: SS Mesh w/ veg - ~$15/sf; Precast - ~$30/sf; Brick - ~$30/sf; Glass - ~$55/sf
Architectural Tower	1	LS	$200,000.00	$200,000	30 x 30 tower, 40 feet tall; Elevator tower façade upgrade; Tower overlook
Community Interior space	10,800	SF	$350.00	$3,780,000	Cost includes fitout for space to be utilized as Community space with potential for lease
Restroom	500	SF	$200.00	$100,000	
				$12,962,000	
				$5,184,800	40% Design + Construction Contingency + Soft Costs
				$18,146,800	***subtotal***
Plaza					
Shade Structure over Stage	2,050	SF	$100.00	$205,000	
Water Feature	1	LS	$2,000,000.00	$2,000,000	Allowance for interactive water feature (~$200/sf)
Hardscape/Landscape Plaza	91,050	SF	$45.00	$4,097,250	Mobilization, demo, grading, utilities, paving, stairs, walls, lighting, landscape
Crosswalks - Las Olas (5000sf) + A1A (3400 sf)	8,400	SF	$30.00	$252,000	Unit pavers with sub-slab and base; allowance for some demo and utility mod's
				$6,554,250	
				$2,621,700	40% Design + Construction Contingency + Soft Costs
				$9,175,950	***subtotal***
				$27,322,750	**Subtotal Option A**

Oceanside Plaza - Option B - 177,775 sf					
Material	***Quantity***	***Unit***	***Unit Cost***	***Total***	***Notes***
Plaza					
Shade Structure over Stage	2,800	SF	$100.00	$280,000	
Water Feature	1	LS	$2,000,000.00	$2,000,000	Allowance for interactive water feature (~$200/sf)
Hardscape/Landscape Plaza	163,775	SF	$45.00	$7,369,875	Mobilization, demo, grading, utilities, paving, stairs, walls, lighting, landscape
Pergola	12,000	SF	$40.00	$480,000	
Art Feature	1	LS	$100,000.00	$100,000	
Crosswalks - Las Olas (6100sf) + A1A (3400 sf)	9,500	SF	$30.00	$285,000	Unit pavers with sub-slab and base; allowance for some demo and utility mod's
				$10,514,875	
				$4,205,950	40% Design + Construction Contingency + Soft Costs
				$14,720,825	**Subtotal for Option B**

DC Alexander Park					
Material	***Quantity***	***Unit***	***Unit Cost***	***Total***	***Notes***
Plaza - 63825 SF					
Plaza Kiosks - Retail + RR	1,955	SF	$500.00	$977,500	
Water Feature	1	LS	$2,000,000.00	$2,000,000	Allowance for interactive water feature (~$200/sf)
Plaza - hardscape/softscape	43,920	SF	$45.00	$1,976,400	Mobilization, demo, grading, utilities, paving, stairs, walls, lighting, landscape
Outdoor Seating Grove	10,000	SF	$20.00	$200,000	Loose paving, lighting, landscape
Landscape Buffer adjacent to Future Development	7,950	SF	$15.00	$119,250	Loose paving, lighting, landscape
Crosswalks - across A1A	340	SF	$30.00	$10,200	Unit pavers with sub-slab and base; allowance for some demo and utility mod's
				$4,305,850	
				$1,722,340	40% Design + Construction Contingency + Soft Costs
				$6,028,190	***subtotal***
Street/Parking- 84,125 SF					
Hardscape/Landscape	20,300	SF	$15.00	$304,500	New pavement, sidewalks, and street trees
				$304,500	
				$121,800	40% Design + Construction Contingency + Soft Costs
				$426,300	***subtotal***
				$6,454,490	**Subotal DC Alexander Park**
				$33,777,240	**Total Project Budget Estimates for Short Term Improvements with Option "A" Oceansidse Plaza**
				$21,774,515	**Total Project Budget Estimates for Short Term Improvements with Option "B" Oceansidse Plaza**

INTERMEDIATE TERM IMPROVEMENTS - 5-10 Years

Sebastian/Alhambra Site - 107,600 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Park Site - 12,000 SF					
Landscaped Area	10,100	SF	$15.00	$151,500	
Water Feature	1	LS	$150,000.00	$150,000	
				$301,500	
				$120,600	40% Design + Construction Contingency + Soft Costs
				$422,100	***subtotal***
Parking Structure Site - 95,600 SF					
Parking Structure	536	space	$20,000.00	$10,720,000	$38/sf; 335sf/space; Miami=86.5% of national average
Parking Structure Façade Treatment	35,600	LF	$40.00	$1,424,000	(890 lf); Range: SS Mesh w/ veg - ~$15/sf; Precast - ~$30/sf; Brick - ~$30/sf; Glass - ~$55/sf
Retail Space	13,800	SF	$200.00	$2,760,000	First floor of parking structure facing Sebastian
Landscaped Area	47,000	SF	$25.00	$1,175,000	
				$16,079,000	
				$6,431,600.0	40% Design + Construction Contingency + Soft Costs
				$22,510,600	***subtotal***
				$22,932,700	***Subtotal Sebastian/Alhambra Site***

Water Taxi Stop + Plaza - 28,125 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Sheet pile wall	210	LF	$2,000.00	$420,000	
Dredge	3,000	CY	$15.00	$45,000	Assume 5400 sf x depth (15'?) - assumes no contaminated soil included
Dredge + Sheetpile Mobilization	1	LS	$45,000.00	$45,000	
Water taxi kiosk - visitor's, info, tickets, café	2,500	SF	$400.00	$1,000,000	NOTE: could be leased, and privately constructed and operated
Plaza - hardscape/landscape	30,625	SF	$45.00	$1,378,125	Mobilization, demo, grading, utilities, paving, stairs, walls, lighting, landscape
				$2,888,125	
				$1,155,250	40% Design + Construction Contingency + Soft Costs
				$4,043,375	***subtotal***

Water Taxi Streetscape - 2,050 sf					
Material	***Quantity***	***Unit***	***Unit Cost***	***Total***	***Notes***
Canal Walk, Plaza, and Landscape	2,050	SF	$30.00	$61,500	Paving, lighting, landscape
				$61,500	
				$24,600	40% Design + Construction Contingency + Soft Costs
				$86,100	***subtotal***

Almond Avenue Streetscape - 38,500 sf					
Material	***Quantity***	***Unit***	***Unit Cost***	***Total***	***Notes***
Hardscape/Landscape Plaza	38,500	SF	$45.00	$1,732,500	
Water Feature	1	LS	$150,000.00	$150,000	
				$1,882,500	
				$753,000	40% Design + Construction Contingency + Soft Costs
				$2,635,500	***subtotal***
				$29,697,675	**Total Project Budget Estimates for Intermediate Term Improvements**

LONG TERM IMPROVEMENTS - 10-20 Years

Las Olas Parking Structure - 98,800 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
New Marina Facility (relocated)	5,600	SF	$200.00	$1,120,000	New structure to replace existing facility
Parking Structure	400	space	$20,000.00	$8,000,000	$38/sf; 335sf/space; Miami=86.5% of national average
Architectural Façade (4 sides)	28,800	SF	$35.00	$1,008,000	(960 lf); Range: SS Mesh w/ veg - ~$15/sf; Precast - ~$30/sf; Brick - ~$30/sf; Glass - ~$55/sf
Retail Space	16,000	SF	$200.00	$3,200,000	First floor of parking structure facing park and Birch Road
Roadway/Streetscape Area	21,500	SF	$25.00	$537,500	Grading, paving, curbing,lighting
Landscaped Area	19,500	SF	$15.00	$292,500	Grading, paving, lighting, planting
				$14,158,000	
				$5,663,200	40% Design + Construction Contingency + Soft Costs
				$19,821,200	***subtotal***

Sunset Point - 122,800 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Restaurant Area Plaza	8,600	SF	$45.00	$387,000	
Roadway and Parking Area	33,500	SF	$25.00	$837,500	
Landscaped Area	78,000	SF	$15.00	$1,170,000	
				$2,394,500	
				$957,800	40% Design + Construction Contingency + Soft Costs
				$3,352,300	***subtotal***

Restaurant Building Area	2,700	SF			Developer site

Intracoastal Park - 184,00 sf

Material	*Quantity*	*Unit*	*Unit Cost*	*Total*	*Notes*
Sheet Pile Wall	470	LF	$2,000.00	$940,000	Perimeter of marina
Dredge	13,500	CY	$15.00	$202,500	Assume 13,500 sf x depth (15'?) - assumes no contaminated soil included
Boardwalk	6,300	SF	$35.00	$220,500	Concrete piers, wood decking and structure
Landscaped Area	108,000	SF	$25.00	$2,700,000	Grading, paving, lighting, planting
Playground	38,000	SF	$30.00	$1,140,000	Includes play structures
				$5,203,000	
				$2,081,200	40% Design + Construction Contingency + Soft Costs
				$7,284,200	***subtotal***

Site Adjacent to Marina	17,400	SF			Developer site
Marina Restaurant Site	15,000	SF			Developer site

$30,457,700	**Total Project Budget Estimates for Long Term Improvements**
$93,932,615	**Total Project Budget Estimates for All Improvements w/ Oceanside Option "A"**
$81,929,890	**Total Project Budget Estimates for All Improvements w/ Oceanside Option "B"**