



City of Pompano Beach and the Pompano Beach Community Redevelopment Agency Joint Workshop Minutes

Cultural Center
50 W. Atlantic Blvd.
Pompano Beach, Florida 33060

Wednesday, May 3, 2023

5:30 PM

Cultural Center

WELCOME

Mayor Hardin welcomed everyone to the Workshop. The primary objective of the City Commission is to improve the city and make it a better place. The Workshop aimed to determine the future direction of the city, an opportunity that has been in the making for approximately 30 years. It was not an overnight decision but rather a long-term plan initiated when Pompano Beach first established the CRA in the northwest section. The subsequent accumulation of property in a specific area had attracted development interest and aimed to create a new and distinct appearance for part of the city. He said the Workshop was a significant step, although not the final presentation. It marked the introduction of brand-new ideas to the city commissioners and the attendees, who had not seen them before. The Committee had carefully evaluated numerous proposals, ultimately narrowing them down to two options, which would be presented tonight. The presenters will share their ideas, their envisioned plan, and what they believed would work for the designated area. Afterward, it would be time for the attendees to provide their initial impressions and feedback, not in a question-and-answer format, but rather by sharing their thoughts and visualizing the proposed concepts. The feedback from the Workshop would be communicated to the presenters, city staff, and the city commissioners. In closing, the Mayor emphasized that this was the first encounter between the City Commission and the developers, and the comments shared tonight would help shape the next steps.

INTRODUCTION

Cassandra LeMasurier, Co-Purchasing Agent of Record, noted that the two shortlisted respondents, Related Urban Development Group and RocaPoint Partners LLC, were present to make presentations to the public. The recommendations from the negotiation team would then be presented to the City Commission and the CRA board at a future publicly noticed meeting.

Mark Berman, City Attorney, stated that he would be delivering the legal remarks despite the project's location within the Northwest CRA area because it was a city-wide project with implications for the entire city. He stressed the importance of ensuring a level playing field for all proposers and preventing any attempts to

influence decision-makers. The Invitation to Negotiate (ITN) contained a no-lobbying provision, prohibiting respondents or their representatives from contacting or lobbying the mayor, city commissioners, the CRA board members, city employees, or anyone associated with the project. Respondents were also required to disclose any commitments made to individuals, entities, institutions or associations in connection with the ITN.

Nguyen Tran, CRA Director, expressed his excitement about the project. He emphasized the rare opportunity to build a downtown from scratch and highlighted the 30 years of careful planning and land assemblage that had gone into the project. The vision was always focused on creating a cohesive and impactful development that would benefit the entire city. Mr. Tran discussed the various steps that led to the present moment, including the creation of a transit-oriented corridor, zoning the area as a downtown overlay district, investing in infrastructure upgrades, and obtaining entitlements for residential and commercial spaces. He emphasized the favorable market conditions, making it the perfect time to move forward with the project. Mr. Tran explained the significance of downtowns as employment centers, housing hubs, and economic engines for cities, emphasizing that they contribute to sustainability and add value to the city.

A. PRESENTATION

1. [23-425](#) Invitation to Negotiate C-18-22 “Master Developer for the Downtown” Presentations and Public Comment.

(**Staff Contact:** Antonio Pucci, Purchasing Agent of Record)

Albert Milo, President of Related Urban Development Group, expressed his enthusiasm for participating in the process and commended the high level of public participation at the meeting. He acknowledged that the Innovation District Project had been a long time in the making, involving ongoing efforts by city officials and the CRA to acquire properties and make necessary investments in infrastructure. Mr. Milo emphasized the importance of infrastructure and entitlements for vertical development, which had been established prior to their response to the solicitation. Mr. Milo presented an aerial view of their proposed plan for the district, with several parcels located mainly on MLK Boulevard, as well as some parcels south and one on Atlantic Avenue. He provided background information about The Related Group, founded in 1979. Mr. Milo introduced John Paul Perez, the new president of the company, and Nick Perez, the president of the condominium division. He highlighted their involvement in public-private partnerships and their success in revitalizing underdeveloped areas like Wynwood in Miami, where they incorporated art and culture into the development to help the neighborhood thrive.

John Paul Perez, President of Related Urban Development Group, discussed their experience with developing neighborhoods, using Wynwood as an example. He explained that Wynwood, historically an area lacking development, underwent a transformation through collaboration with the City of Miami. By changing the zoning to allow for vertical development and increased housing density, they brought about significant growth in the neighborhood. Mr. Perez highlighted their incorporation of art and local culture into their projects and their success in attracting various types of tenants and creating a vibrant mixed-use neighborhood.

Nick Perez, President of the Related Urban Development Group condo division, discussed two of his projects in Pompano Beach. He mentioned the successful selling of a condominium and acknowledged the City’s

investment in creating the Fishing Village at the pier, which played a crucial role in attracting private investment. He expressed his excitement about upcoming projects, including luxury condominiums and a much-needed hotel on the barrier island of Pompano. He emphasized that his company builds a range of housing options, catering to different segments of the market.

Mr. Milo discussed the vision for the Innovation District in Pompano Beach. He emphasized the City's unique opportunity to create an authentic mixed-use neighborhood and activate the downtown area, making it a 24/7 live-work-play community. The plan includes residential, office, hotel, and retail components, with a focus on affordability and a mixed-income approach. The goal is to make the district an arts anchor destination, attracting and retaining talent within the city. The proposal also incorporates green spaces, public parks, trails, and the revitalization of the civic campus. He highlighted the scale and generational opportunity presented by the size of the site and the importance of community engagement in refining the plan.

Suria Yaffar, Principal at Zyscovich Architects, presented the design concepts for the Innovation District in Pompano Beach. The focus was on connectivity, reinforcing existing patterns of roads and streets, and enhancing cultural assets. The proposal included three distinct phases: the MLK Gateway District, the Civic Mixed-Use Campus, and the Southwest District. Each phase offered a mix of commercial, residential and cultural uses, with attention to streetscapes, sidewalks, and open spaces. The design aimed to create a cohesive and vibrant community with gateways, plazas, and signage to showcase the neighborhood's heritage and attract visitors. The emphasis was on mobility, with provisions for pedestrian walkways, greenways, and bicycle paths and the incorporation of open spaces and green spaces to enhance sustainability and beauty. She highlighted her experience with civic facilities and previous work in Pompano Beach, expressing her pride in the community and her desire to work on this project.

Mr. Milo highlighted his expertise in public-private partnerships and emphasized the importance of community engagement. He expressed commitment to incorporating community feedback and working closely with local residents. The team acknowledged the significance of preserving community assets and assured that the E. Pat Larkins Center would be preserved in their plan. He also discussed plans to enhance the City Hall campus and create a more vibrant and inclusive space. The team showcased their experience and financial capabilities, demonstrating their ability to undertake large-scale and complex projects. He presented a sample timeline outlining the construction process.

Patrick Leonard, Principal at RocaPoint Partners, introduced himself and his team as an Atlanta-based real estate developer. They specialize in large-scale, long-term mixed-use communities throughout the Southeast and work in partnership with The Georgetown Company, based in New York. He provided examples of his team's current projects to showcase their approach and expertise. One of their projects involved collaborating with the PGA Tour to transform a parking lot into a campus with multiple phases. He also highlighted their work on a 12-acre square-foot campus in Atlanta and a 40-acre mall redevelopment project in Greenville. Mr. Leonard discussed their focus on master-planned projects and their commitment to creating vibrant, pedestrian-friendly spaces with a mix of retail, office, residential, and entertainment uses. He presented a potential vision for the Pompano project, featuring a central water feature and a pedestrian-oriented environment surrounded by street-front retail. He emphasized his dedication to environmental sustainability, community engagement, and inclusivity in their projects.

Danielle Handy, Government Relations and Development Manager for RocaPoint Partners, discussed her background and experience in public-private partnerships. She highlighted the importance of understanding the needs of stakeholders and building trust and rapport within the community. She emphasized the focus on creating a transit-oriented development with mixed-use, walkable, and pedestrian-friendly features. She mentioned the need for minor adjustments to building heights and densities within the established regulatory framework. Traffic management was also a key consideration, with plans to disperse trips to and from the site through multiple access points and proximity to public transit options. The presentation highlighted the aim of creating a 24/7 community where people can live, work, and play within the development, reducing the number of trips. The importance of government and civic uses co-located within the site was emphasized to increase dwell time and promote convenience. She discussed the significance of streetscapes in creating a sense of place and showcased examples from Greenville's downtown area. She stressed the importance of functionality, safety, and aesthetics in designing sidewalks, lighting, and landscaping. Utility coordination was also mentioned as a crucial aspect, involving the relocation and underground installation of utilities while minimizing disruptions to existing businesses.

Phil Mays, RocaPoint Partner, provided background information about himself and his experience in public-private partnerships (PPP). He mentioned his involvement in various projects, including those in Saint John's County, Greenville County, Forsyth County, and Georgia's improvement districts. He emphasized the importance of building authentic and interesting places that attracted people and created value for the community. He discussed the process and timeline involved in PPP projects, highlighting the need for partnerships and close collaboration with local governments. Mr. Mays also mentioned the significance of programming events and engaging with the community through social media to create a vibrant and successful project. He emphasized the importance of curating an environment that offered a variety of activities and services for people of all ages. He believed that attracting high-quality office tenants and creating a sense of place was crucial for the success of mixed-use projects. He mentioned the role of government buildings as anchors and the incorporation of existing structures through adaptive reuse. He concluded by discussing the value increase and economic impact that could be achieved by creating an authentic and activated downtown area.

B. COMMISSION / CRA COMMENT

Commissioner Moss found the presentations interesting and looked forward to further discussions with the developers.

Commissioner Perkins expressed concerns about residents' relocation, gentrification, community representation and the impact on surrounding neighborhoods.

Commissioner Fournier thanked attendees for their participation and expressed a desire to delve deeper into the details of the plans and understand their impact on existing communities and traffic.

Commissioner Eaton emphasized the importance of community participation and finding solutions to eliminate blight.

Vice Mayor McGee expressed excitement about the project, the engagement of the attendees and the

potential to create a vibrant downtown district.

Mayor Hardin expressed his gratitude to the attendees and acknowledged their concerns. He highlighted his concern about encroaching into single-family neighborhoods and emphasized the importance of respecting the commitment to protecting those neighborhoods. He acknowledged the impressive concepts presented by the developers and looked forward to further discussions and meetings to address the details. He assured the public that the commission would engage with staff and have more opportunities to discuss their comments.

C. PUBLIC COMMENT

Fred Segal, 289 SE 4th Ave., Pompano Beach, stated that he was a Broward Soil and Water Conservation District board member. He praised the second proposal for addressing stormwater management and suggested that placing the City Hall at the west end of the property could mitigate potential security issues near the Pompano Farmers Market. He emphasized the market's significance as a food distribution center and highlighted the need for awareness and consideration of security concerns.

Ed Phillips, 384 NW 19th St, Pompano Beach, FL, who had been involved with the creation of the Community Redevelopment Agency (CRA) in the past, expressed his concerns about job opportunities for local residents and the lack of vocational training programs associated with previous projects. He also mentioned the previous establishment of an education corridor and hoped to see educational aspects incorporated into the current development plans. Mr. Phillips further discussed the need for adjustments to national affordable housing standards within the CRA context and emphasized the importance of transportation considerations in the project.

Rachel Johnson, P.O. Box 6385, Fort Lauderdale, FL, shared her lived experience and emphasized the importance of tenant protection and preventing homelessness. She urged the commissioners to ensure that the selected stakeholders prioritize tenant protection and other vital safeguards. She also discussed the need for affordable housing opportunities for veterans and emphasized the importance of fair pay for job opportunities associated with the development. Additionally, she highlighted the significance of providing spaces for small nonprofits that are actively working to support the community, particularly in the realm of grass-roots initiatives and assistance for low-income housing tenants and the incarcerated population.

Ray Vaughan, 111 Briny Ave, Pompano Beach, FL, questioned the effectiveness of mixed-use developments and cited examples of vacant spaces in the city. He raised concerns about parking calculations, the lack of space for delivery trucks and emergency services, and the building heights of the project. He also questioned why Atlantic Boulevard was considered a secondary street and emphasized its importance as a primary route in and out of Pompano Beach. He further expressed a desire for the preservation of historic buildings in the area.

Ayana Miller, P.O. Box 1432, Pompano Beach, FL, expressed her concern about building heights and their impact on ocean breezes and climate change. She raised questions about the potential displacement of small businesses and the need for opportunities for local business owners. She also inquired about safety measures beyond streetscapes beautification and their relevance to crime and gun violence.

Wayne Vereen, 2420 NW 7th St, Pompano Beach, FL, urged the developers to include the local community

in the project and highlighted the importance of opportunities for local businesses, addressing homelessness, and honoring the pioneers of the area.

Clinton Casey, 705 NE 3rd St, Pompano Beach, FL, voiced concerns about traffic issues in the Old Pompano neighborhood and requested the involvement of a traffic engineer to address the problem. He emphasized the need for collaboration and communication with the community to find solutions.

Tundra King expressed concerns about the representation and inclusion of black individuals in the project presentations and called for the preservation of local history. She also emphasized the need for improvements in schools and affordability for residents in the Northwest Area. She further highlighted the importance of addressing crime and homelessness and building positive relationships with the police.

Stacy Robinson, 301 SW 1st Ct #1, Pompano Beach, FL, expressed skepticism about the affordability and sustainability of the proposed plans, highlighting the potential displacement of current residents and the lack of access to local artists. She believed that the project did not cater to the needs of the community and questioned whether it would truly benefit the residents.

Corey Thompson, 2160 NW 4th St, Pompano Beach, FL, expressed support for the first presentation and emphasized the importance of community involvement in the development process.

Jocelyn Jackson spoke in favor of the proposed changes, mentioning the need for transformation in the area and the potential for job opportunities. She dismissed concerns about affordability and urged the developers to consider the positive impact their plans could have on the community.

Linda Silverstein, 713 SW 18th Terr, Pompano Beach, FL, appreciated the beautification efforts but encouraged the developers to maintain the City's unique personality and avoid replicating other areas.

Sarahca Peterson stressed the importance of including members of the community, particularly those from the Northwest District, who may not have substantial financial resources but possess valuable ideas and aspirations. She emphasized the need to address classism and generate generational wealth within the community.

Martinus Rolle, 501 NW 16th Ave, Pompano Beach, FL, acknowledged the developers' presentations but expressed disappointment in the preparation of one of the firms. He agreed with previous speakers about the need to preserve the City's history and culture and highlighted the income disparity in Pompano Beach, urging consideration of the median income when designing the project. He also emphasized the importance of supporting local businesses and providing resources for community members to thrive.

Latia James, 349 NW 17th Ct, Pompano Beach, FL, expressed concerns about the inclusion of local businesses in the development plans. She emphasized the importance of protecting and supporting these businesses. She also raised concerns about affordability and the potential for gentrification in the community. She urged the developers to consider the needs and financial capabilities of the current residents and ensure that they can afford to remain in the community. She advocated for inclusivity in the decision-making process and encouraged the developers to involve representatives from the community in the development team.

Lauren McGee, 2401 SE 7th Drive, Pompano Beach, FL, stated that she was a commercial real estate and development professional. She expressed her appreciation for the progress made in the development plans. She highlighted the need for attention to be given to the ground floor of multifamily developments, as it is often neglected or considered an afterthought by developers. She emphasized the importance of incorporating the needs of retailers, restaurants and small business owners into the design and planning process. She also mentioned that mixed-use developments by multifamily-centric developers tend to have insufficient parking, which ultimately affects the retailers and tenants.

D. CONCLUSION

Mayor Hardin expressed gratitude to the attendees for their participation and emphasized the importance of public input in the development process. He assured the community that there would be additional opportunities for input and encouraged everyone to stay engaged and share their wishes, feelings, and desires. He emphasized that the plan for Pompano Beach is a collective effort to make the city a better place for all its residents.

The Workshop adjourned at 8:20 p.m.

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Kervin Alfred

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Kervin Alfred, City Clerk

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Rex Hardin

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Rex Hardin, Mayor

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