

CITY OF CORAL GABLES
Economic Development Board Meeting - Joint Meeting with Parking Advisory Board
Thursday, October 16, 2008, 8:00 a.m.
Coral Gables Youth Center Theater, 405 University Drive, Coral Gables, Florida

Economic Development Board

MEMBERS	N	D	J	F	M	A	M	J	J	A	S	O	COMMISSIONERS
Richard DeWitt	P	P	P	P	P	P*	P	P	P	X	P	E	Mayor Donald D. Slesnick II
Ray Zomerfeld	P	P	A	P	P	P	E	P	P	X	P	P	Vice Mayor William Kerdyk, Jr.
Gladys Diaz Jourdain	P	P	P	P	E	P	P	E	P	X	P	E	Commissioner Maria Anderson
Dr. Al Smith	P	P	P	P	P	P	P	P	E	X	P	P	Commissioner Rafael "Ralph" Cabrera, Jr.
James Casey	P	P*	A	E	P	P	P	P	P	X	P	P	Commissioner Wayne "Chip" Withers

*Present via telephone.

STAFF:

Cathy Swanson-Rivenbark, Development Director
Jessica Wotherspoon

A = Absent
E = Excused Absence
P = Present
X = No Meeting
() = Special Meetings

Parking Advisory Board

MEMBERS	N	D	J	F	M	A	M	J	J	A	S	O	APPOINTED BY
Mary Young	P	-	P	P	P	P	P	P	P	P	P	A	Mayor Donald D. Slesnick II
Brad Rosenblatt	P	-	P	P	P	P	P	P	P	P	P	P	Commissioner Maria Anderson
Lissette Juncosa	P	-	P	P	P	P	P	P	P	P	P	P	Commissioner Rafael "Ralph" Cabrera, Jr.
Carlos Halley	P	-	P	P	P	P	P	P	P	P	P	P	Vice Mayor William H. Kerdyk, Jr.
Hendrikus Vanderveldt	P	-	P	P	P	P	P	E	P	P	P	P	Commissioner Wayne "Chip" Withers

STAFF:

Kevin J. Kinney, Parking Director

A=Absent
E=Excused
P=Present

GUESTS: Mari Molina, Burton H. Hersh, AIA

RECORDING SECRETARY: Nancy C. Morgan, Coral Gables Services, Inc.

Economic Development Board Vice Chair Ray Zomerfeld called the meeting to order at 8:35 a.m. A quorum was reached.

Meeting Motion Summary:

Minutes of the September 3, 2008 meeting of the Economic Development Board were approved.

Mr. DeWitt's and Ms. Diaz Jourdain's meeting absences were excused.

The Economic Development Board unanimously passed a resolution as follows: the Board supports the redevelopment of the Miracle Mile and Giralda Avenue streetscapes, and further endorses, in concept, the recommendation of the Business Improvement District Board of Directors for the proposed streetscape design (as presented October 16, 2008), subject to financing and staging details.

I. Approval of September 3, 2008 Economic Development Board Meeting Minutes:

Mr. Casey made a motion to approve the minutes of the September 3, 2008 meeting as presented. Dr. Smith seconded the motion, which passed unanimously.

II. Economic Development Board Meeting Attendance:

Dr. Smith made a motion to excuse the absences of Mr. DeWitt and Ms. Diaz Jourdain. Mr. Casey seconded the motion, which passed unanimously.

III. Joint Meeting with Parking Advisory Board for presentation by Mari Molina on the Downtown Streetscape Plan:

Members of each represented board were introduced by Ms. Rivenbark and Mr. Kinney, and the priorities of both boards were stated.

Ms. Molina introduced BID board member and architect Burton Hersh, and thanked staff for bringing both boards together for a presentation of recommendations for streetscape improvements to Giralda Avenue and Miracle Mile. These recommendations were based on the results of studies conducted by the Streetscape Committee and its consultants. She explained the BID's leadership role with the "dream team" streetscape advisory committee and consultants and described their expertise.

The effort to formulate a comprehensive recommendation for Giralda Avenue and Miracle Mile streetscapes was started from "scratch," and a global best practice approach was applied to create an optimal result. Research of the best world cities was conducted and examined, and the committee's resulting design was presented to the public.

Mr. Hersh described efforts to merge functionality and aesthetics in the design. As he reviewed current conditions and problems, he displayed examples of models from other cities and the design for the subject streets generated by the committee. Numerous details included pedestrian accommodations, sidewalk configurations, bollards, flexible traffic and parking options, pay station meters, retail, café seating, kiosks, street animation, bicycle accommodations, paseos, wayfinding systems, and possible zoning changes to vary business uses and improvements that would increase appraised/taxable values. During the presentation, board members and staff engaged in dialogue with Ms. Molina and Mr. Hersh to clarify issues.

Regarding the effects of construction on existing merchants and businesses, it was pointed out that construction would be carefully phased to limit disruption of businesses, and as much work as possible would be done in the evenings. The engineering team that constructed South Miami's animated downtown streetscape is recommended to work on this project, and they dealt with such restrictions.

As next steps, public presentations will continue, the City Commission will review the proposal, and additional options will be developed for funding. Mr. Hersh reported that, at present, \$2.3 million was available from Miami-Dade County, \$1.364 from a County bond, \$300,000 remains from the City's alleyway capital appropriation, and Public Works Director Alberto Delgado reported that another \$600,000 to \$700,000 could be secured from County funds for drainage. Various revenue stream possibilities (i.e., kiosks for consumables; advertising kiosks; naming rights for paseos; mechanisms to encourage people to use parking garages more than on-street parking) were discussed as a way to provide continuous funding. Mr. Halley reported that the City engaged its lobbyist to research available State funds for the project.

Expressing appreciation for input from both boards and staff, Mr. Hersh said the BID would more clearly articulate the proposal, ensuring inclusion of a plan for a legitimate staging construction program.

Discussion was held about incentivized parking fees to encourage garage parking (versus on-street), the BID's participation in a garage parking marketing program, and possible uses for generated revenue streams to fund amenities such as wayfinding systems, paseos, connections and the redevelopment of the Garage #1 site.

Ms. Molina advised that Public Works said funding for the project under the \$1.364 million bond needed to begin prior to year end. To comply with that deadline, Public Works will retain the engineering firm prior to year end.

The Economic Development Board was asked to give input to the committee about ideas for sources of revenue, citing South Miami's successful program to sell sidewalk bricks on Dorn Avenue as an example.

Ms. Molina stated the BID's goal to present the recommendation to the City Commission in November, and Mr. Hersh indicated a desire to meet again with the Economic Development Board prior to the Commission presentation. Mr. Rosenblatt, speaking as President of the BID and chair of the finance committee of the streetscape committee, said the BID wanted a resolution from the Board, and he assured that the BID board of directors was unanimously in support of the plan and proposal as presented.

A written proposal for the downtown Coral Gables streetscape design program was distributed for Board review. The financial component/influence on parking/phasing of construction parts of the project would be reviewed with the Board after the BID makes its presentation to the City Commission. Mr. Rosenblatt suggested a two resolution concept from the Board, first on the preliminary information and second for the second phase to include the details previously discussed. A vision for finance and a preliminary budget for both streetscape projects could be developed to accompany the presentation to the Commission.

Individual members of the represented boards agreed to e-mail, through staff, their creative ideas for possible revenue streams. During a discussion about additional parking fees with Mr. Kinney, Mr. Hersh suggested asking Mr. Delgado about unapplied landscaping commitments for urban projects that could possibly be applied to this project. Mr. Kinney replied that the City could not use monies dedicated to the two connections related to Garage #1, but Mr. Hersh indicated he was referring to the alley portion. Ms. Rivenbark advised that, as staff, she would oppose the concept of strangling Parking's future revenue source for critical garage development to further the streetscape program. Ms. Molina asked Mr. Kinney to ensure, when garages are re-developed, that the connections to Miracle Mile are in place, and he responded that pedestrian connections were included in development plans. Zoning issues may also need to be addressed.

Mr. Casey made a motion stating that the Economic Development Board supports the redevelopment of the Miracle Mile and Giralda Avenue streetscapes, and further endorses, in concept, the recommendation of the Business Improvement District Board of Directors for the proposed streetscape design (as presented October 16, 2008), subject to financing and staging details. Dr. Smith seconded the motion, unanimously passed.

There being no further discussion, the meeting adjourned at 9:55 a.m.

Next Economic Development Board Meeting: Wednesday, November 5, 2008, 8:00 a.m., Development Department conference room.

Respectfully submitted,

Catherine Swanson Rivenbark
Development Director
Secretary to the Economic Development Board

Kevin J. Kinney, JD, CAPP
Parking Director
Secretary to the Parking Advisory Board