

Review of the Urban Development Efforts	Guest Lecture at Dania Beach City Hall with Jeremy Hill?	Clear Vision
• Clear Vision	Some architecture by	The Vision is the most important thing you can give
• Community Support	adache group architects	To the city
• Market Analysis – Again & Again	550 South Federal Highway	Notes on the city
• Good RFQ RFP Process		- the airport used to be in Dania Beach
• Strong Partners	The Project is the Dania Beach City Center	- the used to be the tomato capital of the world
• Refined Expectations		- The Jai Alai was a big deal here
• Understand Strengths and Weaknesses	Notes on the urban designer:	When that was over
• Need to be Flexible	- We can't park	- They became the antique city of the south
• Parking and Transformational	- We can't divide it	
• Public Relations	- And something else _____?	The new vision is to have the vision in which they
• PATIENCE!		Did not have before

Community Support	Market Analysis – Again & Again	Good RFQ RFP Process
This is in reference to what becomes the CRA	The market analysis was done in research	The renderings are actually part of the RFQ's
How do you get the community support	So that the mixed use areas would be covered	That were not able to get built.
- go to the grass root organization		
- town hall meetings	Integra did this they had the engineering plan	CRA's have a life of 30 some years
- know the culture of the people	All of these helped to establish the end vision	
- go to church		Based on the changes and shifts in the markets
- <b>their ideas are your ideas</b> – most important	You have to know where you are going to have the	Is what yields the outcome, for example the RFP's
- agencies, look for the champions	End vision to have the beginning vision	Put out 5 years ago brought about a result
- find a surrogate	Notes on the CRA – is the area worthy to have it	Pertinent to that time in the economy.
- be able to listen		
- bridge the racial issues	When going into the city one has to asses	
	The culture of the neighborhood	

Strong Partners	Refined Expectations	Understand Strengths and Weaknesses
Are the partners and relationships created to Promote the city.	The changes to the development has to do with The proposals by the designers	What is the CRA plan to the planner – it is the bible So that all issues are covered for redevelopment
As in Branding the city with the logos, colors and Marketing materials	The synergy group has proposed apartment units In sizes of	The surrogates – to gain public support the Planner had these to help him bring his ideas to The people
	553 sq. ft. for a one bedroom	
	838 sq. ft. for a two bedroom	
	1005 sq. ft. for a three bedroom	
	The rendering that I like is not being built because	
	The developers did not get the backing when for	
	The project	

Need to be Flexible	Parking and Transformational	Public Relations
This deals with the ability to let people / the Community to make the decisions that you want to Make – bit to do it in a way where they feel as if They contributed to the plan	Parking is extremely important to give people The space – this was critical to have the spaces For the end result	One thing to note is the branding of the city with Logos, colors. Promotional materials
	Knowing the culture of place as in the homestead	The city was branded
	Example because of the typical vehicle used was	- form the oldest city in broward county
	A truck and the space was designed for the car	- to the first city in broward county
		The community garden is public relations – the
		Food from it is sold – it became profitable
		The garden provided education, enterprise, and a
		Model to give a return on investment

Achievements	Achievements	Achievements
The FDOT tree specs are to use frangible specimens So that they shatter when hit by a car this is a Small trunked tree like an Alexander Palm	The CRA district changed to incorporate the Real blight of the city	The corridor of the CRA – the first projects The landscape plan along the corridor – commercial - people took notice - the old buildings - bring people to the center
He increased the size of the CRA 525 to 1300 acres	Micro Culture the breakdown of people by the Problems, issues, and concerns This is not the overall culture	Property enhancements -create the community identity - they can hide their building if they do not want to Paint them TDLC - transportation design for living communities
The landscape was a cover up to the crappie Colored and unpainted buildings		

Professor / Lecture Comments	In the Plan The Comprehensive Plan	Patience
Notes think about the presentation of Dania Beach with that of the DDA in Fort Lauderdale	The documentation needs to be in the hands of the Public. Then later on the notes can be retrieved The let's say Mr. Jones wanted the community Garden. That Mrs. Smith wanted parking spaces Around the athletic field. This way you can get Public to go bat for you. The public becomes the Professional surrogate for the project	The Note on the CRA lasting 30 to 50 years It takes time to transform the place Having the partners to come together to have the vision When good luck happens to meet opportunity
Note that the avg person is comfortable to Walk only .25 of a mile or 1200 feet		
Street Closures as a prevention to crime never Really works	This gives the citizens "ownership" of the plan.	