

CITY OF HALLANDALE BEACH, FLORIDA
MEMORANDUM

DATE: April 10, 2017

TO: Roger Carlton, City Manager

FROM: Cathie Schanz, CPRE, Director of Parks and Recreation

SUBJECT: North City Beach Park Center, 2801 E Hallandale Beach Blvd

The North City Beach Park Center (NCBP Center) is a 6,000 square foot facility that wraps around the iconic Hallandale Beach 'Beach Ball' Water Tower. The center was originally built on City Property by the Beach Club Condominiums for use as a Sale Center. Once turned over to the City, the center was renovated by Public Works and open to the Public for City use and Rentals in 2011. An aerial of the property lines from the Broward County Property Appraiser is included at the end of this report.

In June, 2012, the City Commission approved a Development Agreement for the North City Beach Park. In October, 2012, the City Commission entered into a Lease Agreement of the NCBP Center to the same developer for use as a Sales Center for its Beachwalk project. This agreement was amended to extend the terms, allowing the developer to use as a Sales Center for its Hyde Beach Resort. The center is scheduled to be returned to the City in July, 2017, after required lease-end upgrades are completed.

Staff has been tasked with identifying possible uses for the facility. To that end, a Task Force was formed with Cathie Schanz, Parks & Recreation Director; Keven Klopp, Development Services Director; Tom Camaj, Contracts Coordinator; Sarita Shamah, Capital Improvements Director; Gregg Pagliarulo, Deputy Fire Chief; Dwayne Flournoy, Police Chief; Bob Williams, Assistant Parks Director; and Mary Francis Jeannot, Special Projects Administrator.

The Task Force identified the following Strengths and Weaknesses for use of the Facility:

Strengths:

- Newly Renovated Facility, Related is currently underway with est. \$300,000 in repairs and improvements
- Desirable, Beachfront Location
- Size: 6,000 Square Feet
- Building Capacity: Approximately 400

Weaknesses:

- The property's quadrilateral shaped, half acre parcel is immediately surrounded by:
 - 111 Surf Rd currently under a binding operating agreement with Related Group to the East (the City does not have buy out rights)
 - Beach Club to the South
 - Related Group's Hyde Residences to the North
 - Surf Rd, E Hallandale Beach Blvd, and State Road So A1A right of ways
- Extremely Limited/ No on-site Parking
- Congested area, traffic concerns
- Third floor - open air, noise restricted
- Wraps around Water Tower, restrictive/ Inflexible space divided into three stories

There are several constraints and opportunities identified by the Task Force.

Constraints:

- The existing water tower is functioning and required to provide adequate water pressure. The location is important as during peak demand, water pressure cannot be maintained for beach area without the Water Tower. Moving the water tower would require hydraulic engineering and a location east of the Intercoastal. The existing tower is also an iconic structure in Hallandale Beach.
- The existing Fire Station which shares the structure is functioning and required to provide adequate fire rescue protection to the beach area. Moving the Fire Station would require identifying a location, east of the Intercoastal waterway, to ensure proper response times.
- Air Rights are currently prohibited by Zoning. There are no provisions that allow it.
- Overlap of property uses limits competitive bidding for use of building/ property.
- Any assembly use will require identification of adequate parking for users.

Opportunities:

- Related Group has expressed interest in redeveloping the entire area including the NCBP Center as well as the 111 Surf Rd property currently under separate agreement.
- Hyde Hotel Management Group has expressed interest in leasing center for a Hyde Resort Expansion.
- The location would be ideal for an inter-agency Marine and/or Coastal Research Center.

There are several options for use of the NCBP Center as follows;

1) Reopen for City use and Rentals

Rental Fees previously approved, in the City's Fee Booklet
Equipment, Tables, Chairs, etc will need to be secured - estimated Cost \$15,000
Alternative Parking Plan required
Staffing required
Revenues will be limited until use is ramped up

2) Release a Letter of Interest/ RFP for best use

Seek best use interest from Open Market
Seek Partnerships with other government/ non-profit/ educational entities for Research Center partnership
Use would have to address parking, public beach access, fire station, and water tower

3) Release Open Market RFP to lease facility for public/ private use

Use would have to address parking, public beach access, fire station, and water tower

4) Negotiate with Related Group to redevelop entire area including Fire Station, Water Tower, Public Access, Public Parking, 111 Surf Rd, and NCBP Center.

5) Negotiate with Hyde Hotel Management Group to lease NCBP Center for a Hyde Resort Expansion requiring facility user and public parking be identified in lease.

Use would have to address parking, public beach access, fire station, and water tower

The overriding concern regarding use of this center is the lack of adequate parking for current use and lack of space to accommodate additional parking needs generated by use of the NCBP Center. Addressing this concern should be a top priority in evaluating options for use.

The Task Force appreciates the opportunity to identify best use options for this valuable City Asset.

CS

cc: Keven Klopp, Development Services Director
Tom Camaj, Contracts Coordinator
Sarita Shamah, Capital Improvements Director
Gregg Pagliarulo, Deputy Fire Chief
Dwayne Flournoy, Police Chief
Bob Williams, Assistant Parks Director
Mary Francis Jeannot, Special Projects Administrator

Reviewed:

Roger Carlton, City Manager

Date

Comments: _____





NCBP Center Property lines as shown in Broward County Property Appraiser Website.