



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	June 19, 2017		Item Type: (Enter X in box)	Resolution	Ordinance	Other	
						XX	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading		2nd Reading	
	TBD		Public Hearing: (Enter X in box)	Yes	No	Yes	No
					X		
Funding Source:	N/A		Advertising Requirement: (Enter X in box)	Yes		No	
						XX	
Account Balance:	N/A		Quasi Judicial: (Enter X in box)	Yes		No	
						XX	
Project Number :	N/A		RFP/RFQ/Bid Number:	N/A			
Contract/P.O. Required: (Enter X in box)	Yes	No	Strategic Plan Priority Area: (Enter X in box) Safety <input type="checkbox"/> Quality <input checked="" type="checkbox"/> Vibrant Appeal <input checked="" type="checkbox"/>				
		XX					
Sponsor Name:	City Manager Roger M. Carlton		Department: Parks & Recreation	Cathie Schanz, Director			

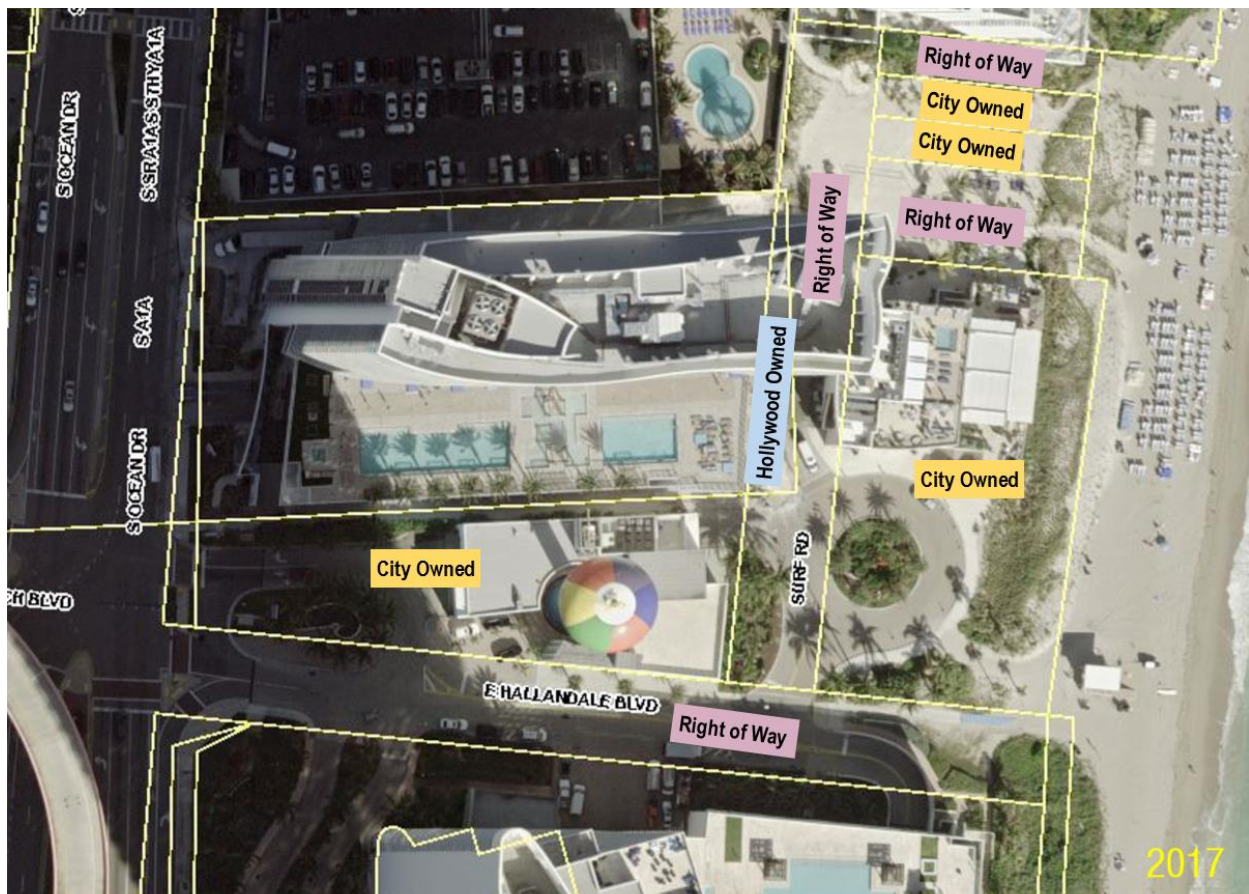
Short Title:

Discussion of the North City Beach Park Center short term and long term operations.

Staff Summary:

Background:

The North City Beach Park Center is a 6,000 square foot facility that wraps around the iconic Hallandale Beach 'Beach Ball' Water Tower. The building also houses the beach Fire Station. The North City Beach Park Center was originally built on City Property by the Beach Club Condominiums for use as a Sale Center in 2004. Once turned over to the City, the North City Beach Park Center was renovated by Public Works and opened to the public for City use and rentals in May, 2011.



Currently, the Hollywood owned parcel and a portion of the Surf Road right-of-way parcel are under a License Agreement with the City of Hollywood. This license agreement provides for the accommodation of City park facilities including beach volleyball courts, landscaping, pedestrian enhancements, and vehicular driveway for the restaurant facility located on Surf Road.

In addition, several of the right-of-way and City owned parcels are under a thirty year Operation and Management Agreement with PRH Beachwalk Beachclub, LLC for the construction and operation of the Developer Improvements to the North City Beach Park property including the soon to be reopened Beach-Chu restaurant.

Why Action is Necessary:

The North City Beach Park Center is scheduled to be returned to the City in July, 2017, after required lease-end upgrades are completed. To prepare for the return to City operations, staff has evaluated possible uses for the North City Beach Park Center and/or the entire North City Beach Park property. This assessment has identified the following constraints, strengths, and opportunities for use of the property:

Constraints:

- The existing water tower is an iconic structure in Hallandale Beach. It is operational and provides water pressure to customers east of the Intercoastal. Moving the water tower would require hydraulic engineering and an alternative for providing water pressure east of the Intercoastal.
- The existing Fire Station which shares the structure with the North City Beach Park Center is functioning and required to provide adequate fire rescue protection to the beach area.
- There are no Zoning provisions that allow for Air Rights.
- Overlap of property uses complicates competitive bidding for use of building/ property.
- Any assembly use will require identification of adequate alternative parking for users. Onsite parking is extremely limited and additional parking generated by use of the North City Beach Park Center is unavailable onsite without the construction of a parking garage.

The overriding concern regarding use of the center is the lack of adequate parking for current use and current lack of space to accommodate additional parking needs generated by use of the North City Beach Park Center. The North City Beach Park public parking is located under the Beach Club Condominium and consists of eighty (80) public spaces. The public parking spaces are currently operated under the Operating and Management Agreement between PRH Beachwalk Beachclub, LLC and the City which expires on August 17, 2045.

This operating agreement provides forty (40) spaces exclusively to the Beachwalk operator to provide valet parking for visitors to the beach and restaurant. The remaining forty (40) spaces are operated by the City until 7:00pm then by the Beachwalk operator until close.

Strengths:

- The Related Group is currently underway with an estimated \$300,000 in repairs and improvements to the North City Beach Park Center and Fire Station.
- Desirable, Beachfront Location
- Size: 6,000 Square Feet

- Building Capacity: Approximately 400

Alternative Opportunities for Use:

- Reopen existing North City Beach Park Center for City use and rentals
Rental fees previously approved, in the City's Fee Booklet. Staffing required. Equipment, tables, chairs, etc will need to be secured - estimated Cost \$15,000. Alternative off-site parking plan required for use and/or rentals. Revenues will be limited until use is ramped up. This alternative most likely will not return it's costs.
- Release Request for Proposal for the operation of existing North City Beach Park Center under a partnership with a government, non-profit, and/or educational entity for public use such as a Coastal Research Center.
Use would require alternative/ off-site parking plan. City subsidy may be required.
- Release Request for Proposal to Open Market for best use to lease North City Beach Park Center for public/ private use or for long term development of entire North City Beach Park area.
Use would have to address public parking, public beach access, fire rescue station and water tower. Existing operational agreement would need to be addressed in any proposal.
- Hold on any action for six months. Reopening this building is not a priority as there are many other demands on staff time.

Proposed Action:

The NCBP Center is scheduled to be returned to the City in July, 2017 after required lease-end upgrades are completed. To prepare for the return to City operations, Commission direction is requested on the best use for the short term and long term operations and use of the facility.

Attachment(s):

Exhibit 1 – NCBP Task Force Memo 041017
Exhibit 2 – NCBP Beachwalk Operating Agreement 120612
Exhibit 3 – NCBP Lease NCBC – Beachwalk 101012
Exhibit 4 – NCBP Hollywood License Agreement 071013

Prepared by:

Cathie Schanz
Parks & Recreation Director

Concur:

Roger M. Carlton
City Manager