Mr. Jason Jeffries, Planning and Development Director, explained to the audience present today that this is an official workshop meeting of the Planning and Zoning Board.

The Chairman called the meeting to order at 4:00 p.m.

Mr. Andres Duany, CEO of DPZ CoDesign, introduced himself to the Board members. He reported that they have held seven (7) charette/meetings regarding the Three Corners, which have all gone very smoothly. He said there has never been an outreach like this because of the lead time and Christmas, they had over two (2) months of interaction on the internet (SpeakUpVeroBeach), which has yielded 6,000 people tracking this, 3,000 people participating, and 1,000 people have participated in writing. He reported by Monday evening they already had a proposition. Unlike most charettes where a lot of time is spent taking notes, they just went ahead and started designing. He said this process is so advanced that they were able to present visible ideas and they had enough time to change them. He reported that last night they met with the residential neighbors to the north and south of the project and there was no opposition.

Mr. Duany stated that their contract states that they are to deliver to the City five (5) scenarios, which are 1) what happens if they don’t do anything; 2) what do the neighbors think; 3) what does the community as a whole think, which brings in the County residents; 4) what do you (public officials and employees) actually think, which he has never heard from anyone because their position is they are here to listen, which occurs all over the Country, which he disagrees with because Elected Officials are here to and 5) what does he think. He said that the report they submit to the City would have the five (5) scenarios with the pros and cons on everything. He would recommend that the City Council approve the plans in principle and then get on with the most popular and easiest project to do. He recommended that the City set this up to pass the plan as soon as it is delivered and then take it apart one by one and get on with it. That is the politics of it, which he has not discussed before.

Mrs. Minuse asked how did they reach out to the neighbors.

A Representative of DPZ CoDesign reported that they went reached out to the Home Owner Associations, they had articles in the newspapers, they used facebook, social media, and
Mr. Duany said they reached out to the neighbors on the north and to the south of the property and there were several hundred people at their meeting last night.

Mr. Jeffries said in terms of benchmarks, the Vision Plan only had about 500 people involved in the entire process. The Art Village Plan, which is similar to the charrette process they are doing with the Three Corner process, had 125 people, which they have far exceeded with this project. He reported that they spent two (2) Saturdays giving tours of the Power Plant so everyone can see the site and the building and there were over 1,000 people who attended.

Mr. Duany said politically what astonished him was in going from the most popular ideas to the least popular ideas, the least popular ideas was anything that made income. He said that he started to get worried about who was going to pay for this stuff and then he was told by the Finance Director that when the electric utilities were sold, the City acquired $21 million, which could be spent on this. However, he was told that the City has money to build things, but has very little funds to keep things going. So one of their proposals is having different entities manage other entities, such as the sailing club managing the skate park, the hotel could manage the conference center and security, etc.

Mr. Duany said this site is much larger than people think. It is actually the size of the historic district of St. Augustine. Therefore, they were able to provide everything that everyone wanted. The only skill they did was to fit it together in a coherent way. He felt this was part of the reason this process has been going so easily. He said just say yes to everything because everything fits. He explained that after putting all the ideas on the property, there is still one-third of the land left. He thought they were going to recommend that the City mothball that property and let the next generation decide what they want.

Mr. Duany said that he was approached by a young man this morning who owns a business on Main Street who is employing a lot of young people who told him there is no housing for them. He said enough of this entertainment stuff. What is really needed here is housing that is affordable. Mr. Duany said the hospital has 40 unfilled jobs, teachers are approached by other school boards, etc. He said housing does come up and they could consider putting housing on the property catered directly to hospital employees, police officers, and school teachers. Out of the responses they received on the questionnaires, of the 14 categories listed, housing was number 11, so it is not popular, but people are asking for it and that will be incorporated in the design.

Mrs. Pelensky asked what is the next step where the Planning and Zoning Board is involved.

Mr. Duany said tonight’s meeting is to present to the Board. He reported that the highest point of acceptance of the plan will be at Friday evening’s meeting, which concludes the meeting process. The next step will be the contract, which will break it down in phases.

Mr. Lauer asked what is the zoning of the property.

Mr. Jeffries reported that the Power Plant and the Water Sewer Plant are zoned M-Industrial, the
Post Office Annex property is zoned Commercial. He reported that the Plan would come before the Planning and Zoning Board and the Steering Committee for their recommendations to the City Council. He noted that the Power Plant property and the Water and Sewer Plant property are protected by the Charter as recreational public use so this property would probably have to go to a referendum.

Mr. Monte Falls, City Manager, explained that it would have to go to referendum if the property is leased or sold. He felt that it was heading towards going to referendum, which the deadline to get it on the ballot would be in August.

Mr. Duany showed drawings of the different ideas for the property, which showed parking, shed buildings that would incubate businesses, a conference center and hotel inside the Power Plant, Youth Sailing, three (3) restaurants that would be at different costs so everyone can enjoy them, a Skate Park, a service and pedestrian road, a restored wetland, and a wedding chapel.

Mr. Duany said on the Water and Sewer Plant property they would have the kayak launch. He showed on the screen the two (2) water tanks with a glassed in lobby between them. He said they could have a meeting hall in one (1) of the tanks clarifying that he was not talking about having City Hall there, but having a meeting room. He said they could have climbing walls in one (1) of the tanks or a black box theater.

Mrs. Minuse asked when would this be coming back before the Board.

Mr. Jeffries said sometime in April.

Mr. Lauer asked if the Board could take a tour of the Power Plant.

Mr. Jeffries said that he would arrange for a tour.

Today’s meeting adjourned at 5:30 p.m.