

June 10, 2011

Dear Mayor and City Commissioners:

At our May 19, 2011 meeting, Courtney Crush presented on behalf of Par Sanda regarding the acquisitions and redevelopment in the north beach area. After much discussion, the members voted unanimously to support the conceptual plans and I am writing to let you know that the Central Beach Alliance is very interested in working with the city and Par Sanda in making the vision that was presented a reality. In short, this is what was presented:

Par Sanda has purchased 20+ properties and is in the process of renovating and improving the properties he bought as it makes economic sense to do so.

He would like the ability to upgrade the empty lots he owns to something much more aesthetically pleasing and functional for our neighborhood. His interim plan for the lots would be for a park with passive recreation and mobile cafes.

He would like to be able to introduce boutique stores, cafes, restaurants, art galleries, markets, etc. in the area along Breakers Ave and possibly on some of the streets farther inland, if the economy supports these uses.

As stated before, the Central Beach Alliance is very much in support of these conceptual plans, pending the details. We see this as an opportunity to blend the casual, easy going residential atmosphere with the world class tourist destination that are both part of the Fort Lauderdale Beach experience. As such, there are a few hurdles to overcome:

Zoning – We would like the city to make whatever zoning changes are needed in order to allow for this vision. Our understanding is that these changes are minimal and should be relatively easy to implement.

Bonnet House – We would like to look at the possibility of opening the south gate as we believe this to be a win-win for the residents, tourists, and Bonnet House.

Noise issues – This is something that the CBA and Par Sanda will work out together. It is listed here just for informational purposes and requires no action on the part of the city.

Parking – This was not discussed in the presentation, but the CBA feels there is a general need for more parking, and this would be a good place to consider. It is not a part of Par Sanda's project requests.

The Central Beach Alliance feels that this is the perfect project to show what can be accomplished when private enterprise, the residents, and city government cooperate. We look forward to working together with all involved.

John Weaver, President

On behalf of the Central Beach Alliance members