Exhibit 2

Technical Advisory Panel (TAP)
Hallandale Beach CRA/Foster Park Area

Held November 7 & 8, 2012

Foster Park Community Center

Hallandale Beach

ULI Southeast Florida/Caribbean

Urban Land Institute

Panelists

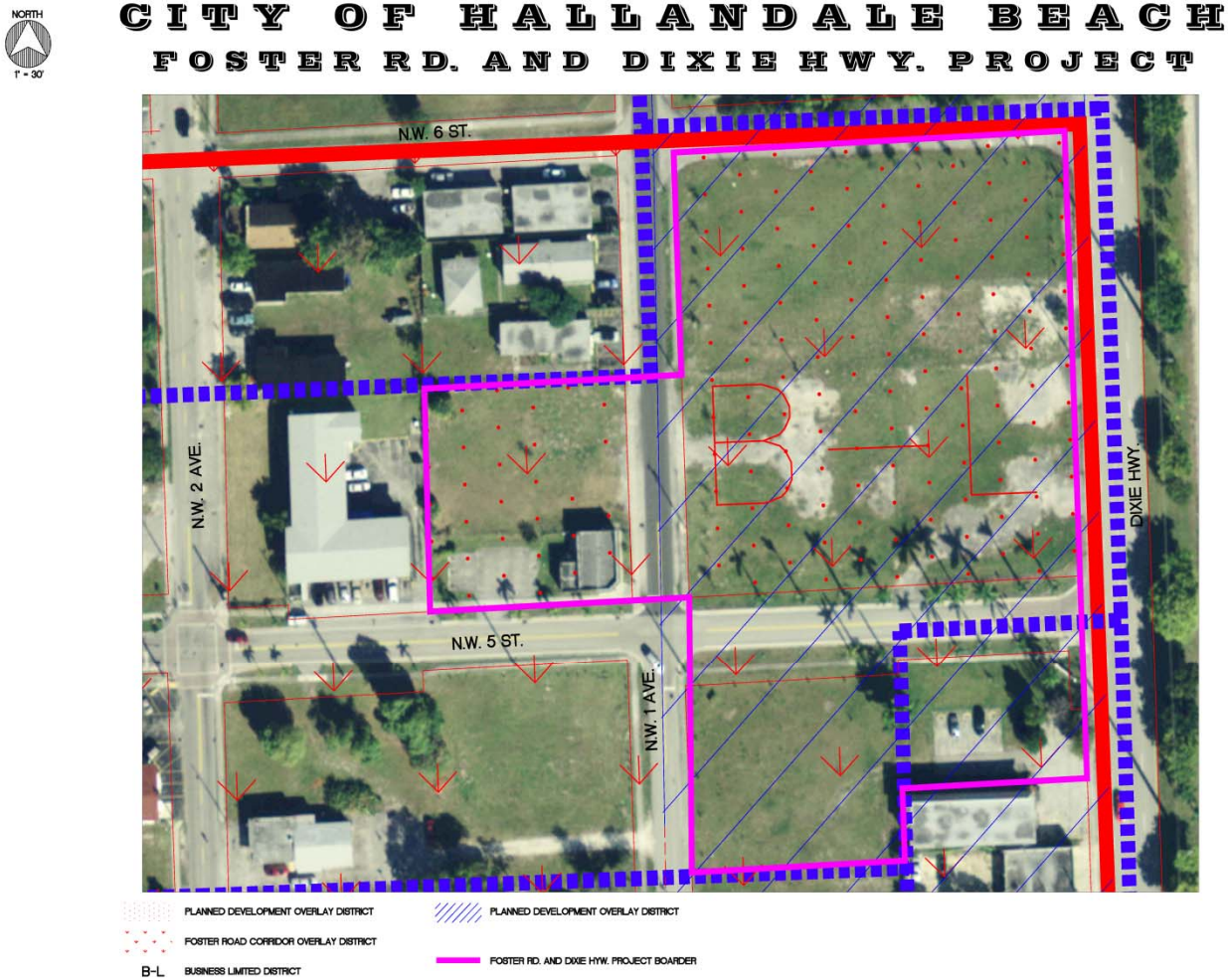
- Michael Hammon, Ram Residential, Chair
- Diane Colonna, Delray Beach CRA
- Matthew W. Lazenby, Bal Harbour Shops
- Richard Perez, Esq., Holland & Knight
- Ralph Rosado, AICP, CNU-A, So FL CDC
- Ken Stapleton, Ken Stapleton & Assoc.
- Jack Winston, UM & Goodkin Consulting

Focus of Panel's Work

- Suggested mix of uses at Foster Park site
- Greatest impediments to development and mitigation strategies
- How to encourage private sector investment
- Best practices for RFP/RFQ process
- How to best organize 'due diligence' and incentives to encourage development

CITY OF HALLANDALE BEACH

FOSTER RD. AND DIXIE HWY. PROJECT



What is Hallandale Beach Like Today?

- Rapidly changing
- Lots of opportunities
- However, Foster Park area needs focused attention on the public realm and redevelopment activity

What Would Residents Like to See?

- Need a Master Plan for corridor
- Want neighborhood, community-oriented retail
- Retain 'talent' – no brain drain
- Homeownership, not rental residential
- Family-oriented, safe & maintained
- Gateway project into community

Needs for Corridor

- More businesses
- More parking
- Private investment
- Business incubator
- CRA-backed business start-up loans
- Sidewalks
- Improvements to Dixie Hwy.

Residents' Ideas for Study Site

- Medical Center
- Shopping Plaza
- Training Center
- Local retail, i.e., hair & barber salons
- Restaurants
- Hotel
- Food/Entertainment Complex/Clubs

Community's Strengths

- Site is an infill location, which is desirable
- Infrastructure has been improved – Foster Park Community Center good example
- Strong history/cultural heritage of community
- Access to Dixie Hwy.
- Good political will to move project forward with flexible zoning
- CRA and its resources & commitment to community

Community's Challenges

- Isolated site – not on major roadway/is on one-way street/state controlled road/mid-block/low traffic volume
- Neighborhood has limited purchasing power
- Low number of residents (roof tops)
- Perceived crime problem/rundown buildings
- Uncertainty of community reactions
- Lack of Master Plan

Panel's Analysis of Uses

Possible

- Neighborhood retail/services
- For sale housing
- Rental housing
- Business incubator
- Civic uses, i.e., arts, educational, police
- Live/work flex space
- Professional offices

Most Feasible

- Live/work flex space
- Neighborhood retail, if subsidized by CRA
- Housing, with subsidies and/or senior housing
- Civic uses for non-profits, CRA, police, etc.

More Details on Feasible Uses

- This will be a gateway to the Community
- Needs subsidy from CRA to be viable financially
- RFP/RFQ should guide developer but not restrict developer – subsidies contingent on approvals from CRA/City
- View as stabilizing project for neighborhood, as first step or phase

More Details on Feasible Uses

- Mixed-use development that benefits neighborhood & serves as economic draw a good fit
- Uses could include neighborhood-oriented retail, low-intensity homeownership (possibly over retail space) and/or space for job training
- Redevelopment of this site should be within the context of an overall master plan for entire area

Examples of Work/Live Space

6814

GABBANA DESIGNS
CHRISTA'S ANTIQUES
ADLER & CO.
ANTIQUE BOUTIQUE
LIYN INTERIORS
ARCHITECTURAL ART

LIVE/ WORK/ COACH HOME STREET VIEW

VILLAS ON ANTIQUE ROW

BY: LABEL & CO.
09/12/2012

AFFINITI architects

12140

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Phased Development

- Develop a Master Plan overlay for corridor
- Master Plan can address streetscape, landscaping, sidewalks, and other such features to support broader redevelopment
- Define design character of Dixie Highway
  - One-way format –- consider two-way
  - On-street parallel parking
  - Beautification
  - Work with neighboring cities to achieve

RFP/RFQ Process

- 1st step is to involve CRA Advisory Board
- 2nd step is to open RFQ process, which will be an invitation to developers to discuss concepts and ideas for site/present qualifications
- 3rd step is to shortlist best qualified developer(s) with the best ideas
- Clearly state broad goals for this site, as outlined
- Tight timeline for this preliminary step
- Benefit: allows more participation from broader group initially, with lower cost to developer

- CRA can then reject all, or all but one, or certify multiple developers at this point
- If only one developer chosen, CRA can begin negotiations immediately
- If multiple developers viable, CRA can move to more formalized RFP process – consider limiting number

Info con't.

- Relevant planned projects in general area
- Critical uses CRA would like to see in proposal as well as discouraged uses
- Copy of ULI TAP report
- Applicant's past experience
- CRA 'tool box'
  - Examples include CRA's ability to provide off-site improvements, tax abatement, owner-financing, home purchasing financing, to lease space -- complete list of possible CRA incentives

Info con't.

- FDOT requirements for road, i.e., bike lanes, etc.
- Parking requirements for various uses
- Possibility of city being a tenant
- Process and timeline (short) and 'cone of silence' requirements
- Preproposal conference
- Requirement to activate corners regardless of uses through architectural controls

Best Practices for RFQ Process

- Think of RFQ as a 'sales document' – investor recruitment marketing tool
- There is greater detail in final report on what these practices are
- Transparency in process is important
- Clear outline of developer requirements
- A cone of silence is suggested

Information for RFQ Package

- Current Survey
- Current Appraisal
- Current Environmental Audit (Phase 1)
- Zoning & Land Use designations
- Utility infrastructure
- Drainage infrastructure
- Traffic counts for area
- Economic/market analysis (current)
- Historical context

Highest Priorities to Allocate Public Resources

- To help stabilize gateway project financially
- To encourage job creation
- To provide safety and security for neighborhood
- To build strong public/private partnerships
- Create an enduring sense of place

Questions??

Thank you again for the opportunity
to work with your community.