



Item No. 2h

# AGENDA ITEM REQUEST FORM

**Town Manager**

**Connie Hoffmann** *CH*

Department Submitting Request

Dept Head's Signature

**REGULAR**  
**COMMISSION MTG**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

**ROUNDTABLE**  
**MEETING**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

- Nov 9, 2010
- Dec 7, 2010
- Jan 25, 2011
- Feb 22, 2011
- Mar 22, 2011

- Oct 29 (5:00 pm)
- Nov 30 (5:00 pm)
- Jan 14 (5:00 pm)
- Feb 11 (5:00 pm)
- Mar 11 (5:00 pm)

- Nov 22, 2010
- Dec 14, 2010
- Jan 11, 2011
- Feb 8, 2011
- Mar 8, 2011

- Nov 12 (5:00 pm )
- Dec 3 (5:00 pm)
- Dec 30 (5:00 pm)
- Jan 28 (5:00 pm )
- Feb 25 (5:00 pm)

**SUBJECT TITLE: MASTER PLAN**

**EXPLANATION:** Review of the Master Plan Steering Committee's recommended modifications of the 2004 Town Master Plan.

**EXHIBITS:** Memo dated 1/5/2011 from Town Manager  
MPSC's recommended revisions to the 2004 LBTS Master Plan

**EXPECTED OUTCOME:** Town Commission input on MPSC's recommendations

*CH*  
Town Mgr Initials

**Town of Lauderdale-by-the-Sea**

**OFFICE OF THE TOWN MANAGER**

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Memorandum

**Date:** January 7, 2011

**To:** Mayor Roseann Minnet  
Commissioner Stuart Dodd  
Commissioner Birute Clottey  
Commissioner Scot Sasser  
Commissioner Chris Vincent

**From:** Connie Hoffmann, Town Manager 

**Subject:** Town's Master Plan

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The Master Plan Steering Committee devoted their last three meetings to discussing the 2004 Town of Lauderdale-By-The-Sea Master Plan and recommended additions, deletions and modifications of various recommendations contained in the 2004 Master Plan. Attached you will find the results of the Committee's review to date.

Not all of the recommendations of the 2004 Master Plan have been addressed, but all major elements were reviewed with the exception of the design guidelines that were recommended in the original Plan. The discussion of design guidelines was deferred (with the Committee's concurrence) until after David Sucher and Elizabeth Plater-Zyberk have made their presentations on the topic of urban design at upcoming Town-sponsored forums.

At this point, I believe it is appropriate for the Town Commission to review and discuss what the Master Plan Steering Committee has recommended and provide your reaction to the major elements of the Master Plan. It is suggested that the Commission not delve into implementation details at this point, but indicate your agreement or disagreement with the Master Plan as revised by the MPSC to date. In the likely event that the Commission cannot complete this discussion at Tuesday's Roundtable, I would ask that the Commission schedule another Roundtable soon to complete the review.

Once the Commission has completed their review, I recommend we proceed in the following manner:

1. Take the broad concepts to several community input sessions to get the resident and business community's reaction to these ideas and gauge the degree of support for them.
2. Get recommendations from economic redevelopment experts on the relative priority and staging of major aspects of the plan.
3. Using that input, develop a proposed implementation schedule with very rough cost estimates and review with the Master Plan Steering Committee.
4. Simultaneously, develop some architectural renderings of major features of the plan and hire consultants to flesh out the economic development aspects of the plan.
5. Hold additional community input sessions on prioritization of plan elements.
6. Bring all of that input back to the Master Plan Steering Committee and the Town Commission for final prioritization and approval of the draft implementation schedule.
7. Develop a detailed financial plan would address capital project planning, design and construction, program development, planning activities, economic development programs and activities, staffing and consulting resources required to implement priority elements within the desired time period, etc.
8. Develop a detailed implementation plan, with critical milestones and responsibility assignments.

I believe strongly that we need to involve the public throughout the process. The plan needs community support; support builds through their input and involvement.

## MPSC RECOMMENDED REVISIONS TO THE 2004 LBTS MASTER AS OF JANUARY 2011

CODE: Items typed in blue have been accomplished. Items stricken out have been excluded by decisions of the Town Commission, the voters, or the Master Plan Steering Committee. Items typed in green reflect items the MPSC has either affirmed, recommends adding or modifying as indicated. Added items are underlined.

### A. PRIMARY FOCUS ON 3 NODES

#### 1. DOWNTOWN CENTER NODE

Defined as Commercial Boulevard from the Intracoastal to the Ocean and one block north and south of Commercial Blvd.

- Improve the pedestrian experience along Commercial Blvd.
- Commercial Boulevard shall be the Town's retail and service destination for residents, visitors and regional consumers.
- Build a Beach Pavilion.
- El Mar Drive streetscape to be improved for non-vehicular uses.

- ⊖ The streetscape should cater to bicyclists, pedestrians and beach users rather than to cars.
- ⊖ ~~Decrease amount of back out parking~~
- ⊖ Add street furniture, landscaping including shade trees and other amenities for pedestrians.
- ⊖ ~~One~~ Maintain four lanes in each direction, but ~~other lane for service. Service lane to be used by bicyclists, pedestrians, skaters~~ designate the inside lane (adjacent to the median) to be a multi-purpose lane. The primary users of the multi-purpose lane should be walkers, joggers, bicyclists and it will also be used for parking for major Town events. Delivery trucks can park in it and it can be used by cars to avoid other cars that are backing out, but it's primary purpose is not for traffic. The multi-purpose lane should be differentiated in some way (texture, pavers, color, raised pavement, etc) from the travel lane. (At the December MPSC there was disagreement on what they had recommended last summer so they decided they will review the minutes and drawings from their June and July discussions on the matter at their January meeting. Staff looked at those materials, listened to the tape of the meeting, and concluded they had approved what is reflected in this document.)
- Maintain vistas to the ocean.
- Improve drainage to eliminate ponding.
- Widen sidewalks to 6'.

- Reduce lane width to 10' 9' in the multi-purpose lane and to 11' in the drive lane.
  - Have a center, landscaped median with irrigation and add lighting in the medians.
  - Improve the aesthetics of the alleyways for pedestrian use and the pedestrian interface at the intersection of Commercial Blvd and A1A.
    - **alleyway widened and sidewalk added on alley north of Oriana; closed to regular traffic & landscaping added near beach end**
  - Bury utility poles & wires.
- **Redevelop the Basin Drive Marina area as a secondary third waterfront retail destination.**
    - Utilize Basin Drive to create a strong east-west pedestrian linkage from the Intracoastal to the Atlantic.
    - Improve the visibility of Basin Drive, possibly through the acquisition of property there.
    - Open access to the Silver Shores Waterway by acquiring property that becomes available at a reasonable price or via grants for the development of a Waterway Promenade and transient boat dockage . Try to open up views of the marina and waterway.
    - Rear facades of buildings fronting Commercial Boulevard (where rear entrances are on Basin Drive) should be enhanced with pedestrian scale features

such as awnings, porches, attached lighting and signage.

**2. EL PRADO/COMMUNITY CENTER NODE (MPSC RECOMMENDS CONSOLIDATING THE ORIGINAL RECOMMENDATION OF 2 NODES – WATERFRONT AT EL PRADO & TOWN HALL COMPLEX INTO A SINGLE FOCUS NODE)**

- **Redevelop Town Hall Complex to more effectively utilize the site & house government functions in a more architecturally striking building.**
  - Incorporate parking in an attractive way into the site/building.
  
- **Incorporate a community center and a senior recreational facility into the new Town Hall complex.**
  
- **Make El Prado Park the Town's secondary waterfront destination.**
  - **Fourth of July events and Taste of the Sea each held there once.**
  
- **Develop an open air amphitheatre that does not obstruct the views to the beach where concerts, plays, ~~large-scale~~ public events are held.**

- **Integrated furniture & site amenities**
3. **A1A NODE** (MPSC recommends adding A1A as a focus node)
- **Create signature arrival gateways at the northern & southern entryways to Town.**
  - **Create a more pedestrian-friendly streetscape on A1A (trees, landscaping, sidewalks).**
    - **Grant received for A1A streetscape improvements on A1A from Pine Avenue north to Terramar; design underway**

## B. COMMUNITY IDENTITY

1. **Establish a trademark feature, versions of which would be located at key entry points and gathering points. (The 2005 Master Plan suggests the trademark be fountains, but the MPSC recommends that some feature other than fountains be used.)**
2. **Create signature arrival gateways at the northern, southern & eastern entryways to Town.**
  - **Create a signature entryway on Commercial Boulevard as you enter Town from the bridge. (MPSC agreed that what has been done with the Entryways is not consistent with what was envisioned in the Master Plan.)**

- Create less dramatic entryways on north & south A1A due to space limitations, but make the entryway features more substantial than what has been done to date and keep them consistent in theme with the signature gateway on Commercial Boulevard.

### **3. Capitalize on the Town's seaside/waterfront location, history & resources.**

- ~~Maritime~~ Emphasize a Florida seaside or beach village character in streetscape design of street furniture and public amenities.
- Create a ~~secondary~~ third waterfront destination by creating a pedestrian waterway promenade along Basin Dr. Make the marina visible.
- Develop ~~transient~~ day ~~boat~~ dockage at Basin Drive if possible.
- Provide public access to the Intracoastal Waterway.
- Develop a Barrier Island Interpretive Center – a signature development with an educational purpose (LBTS sea-related history, info about the reef, partner with universities on marine science) that would draw students and tourists.
- Provide diver access (~~possibly via the Pier~~) signage & information about the reef, not just at the pier area but up and down the beach.
- Achieve designation of an underwater marine park.

- ~~Develop a waterfront access park in Bel Air neighborhood at 15th street and canal with transient dockage (would require dredging)~~
- ~~Waterway promenade along Intracoastal Waterway~~
- ~~Build an intermodal transportation center at the foot of Commercial Blvd bridge including a multi-story parking garage~~
- Create a water-taxi stop at the Intracoastal Waterway near Commercial Boulevard and/or at Basin Drive.
- Install consistent light standards, street furniture of a ~~maritime~~ seaside style along El Mar and Commercial east of A1A.
- Identify, preserve, protect, and highlight historic buildings/structures.

### C. ECONOMIC DEVELOPMENT/REVITALIZATION

**1. Be an high-end upscale casual destination for tourists & visitors from other tri-county locations.**

(MPSC struggled with descriptions of the type of destination we want to be viewed as. Descriptions offered were a Carmel, California feel with low scale buildings but quaint, low heights, somewhat upscale as opposed to very upscale, not high end but comfortable, a gourmet hamburger type of town, middle to upper middle class tourists, shoppers, visitors. MPSC will discuss this issue further.)

2. Clean up the appearance of existing hotels, motels and stores.
3. Offer more quality retail and service companies along Commercial from the bridge to the beach.
4. Develop Basin Drive as a secondary waterfront retail destination.
5. Create a Barrier Island Interpretive Center to draw tourists and as a catalyst for redevelopment and revitalization (see more on the Center under Community Identity section)
6. Capitalize on the closest coral reef to the shore in the U.S. in promoting the Town. **(Chamber does this.)**
  - Create facilities for accessing the reef and means (tools) to access the reef (e.g. rental of dive equipment, snorkeling equipment, glass bottom kayaks to access the reefs).
7. Incorporate & promote the unique characteristics that define the community in advertising.
8. Evaluate the feasibility of parking garages in the downtown center of Town, including the possibility of a public/private garage development. Determine where the most efficient/effective locations for parking would be based on parking demand.  
~~Create 3 satellite parking nodes at the ends of the "T" which will service each of the 3 development nodes~~

- ~~○ Build parking garages at former Clarion hotel parking lot site, adjacent to El Prado, and on the site of the former Holiday Inn parking lot~~

**9. Keep the hospitality industry focus on El Mar Drive by retaining and encouraging high-end but small-scale resorts, hotels & motels and limiting residential/townhouse development on El Mar.**

- ~~a. Create a Motel Overlay District OR Rezone El Mar Drive~~
- ~~b. Provide for "3 over 1" height limits on ocean side of El Mar and 4 story height limits on El Mar~~

~~10. Establish 4 story height limits on A1A~~

~~11. Establish 5 story height limits on Commercial Boulevard east of Bougainvillea~~

#### **D. PROTECT/ENJOY ENVIRONMENTAL TREASURES**

**1. Ensure accessibility to the beach. (Public access provided at nine streets.)**

**2. Preserve & create additional vistas to the sea.**

**3. Develop 6 portals to the beach and the Pavilion at locations from Pine to Palm with seating areas, with distinctive designs**

**for each portal**, low level lighting along entire pathway, low seat walls, all with a maritime theme

- 4. Improve north beach access entries** (one next to Sea Watch & the other by Cristelle) with better signage, street furniture, lighting and safety elements.

- **Added 5' sidewalks at both entries**

~~5. — Mark secondary gateways through specialty paving & streetscape on A1A that announces access to the ocean between Pine Ave and Palm~~

- ~~5. Develop a beach promenade from the Town's southern boundary to the northern boundary. (Note: MPSC voted 5-4 against a beach promenade after discussing how it might be done. Concerns about maintenance, privacy, riparian rights, and potential loss of the boardwalk in a hurricane were expressed.)~~

- 6. Dune restoration, shoreline preservation.**

- 7. Protect safety of sea turtle habitats by modifying lighting, delayed beach raking during turtle season.**

- 8. Put interpretive stations along the beach referencing diving and reefs.**

- 9. Created Washingtonia Park**

## E. PUBLIC AMENITIES THAT FOCUS ON COMFORT, SECURITY & SUSTAINABILITY

### 1. Improve the aesthetic character of public facilities & amenities.

Examples of what has been accomplished are the design of the portals and the public furniture at the portals, the, decorative streetlight poles on A1A, Seagrape, Commercial, El Prado and some on El Mar, renovated Municipal Park, developed El Prado & Washingtonia Parks, made lighting improvements at Jarvis Hall, improved Bel Air neighborhood entryway.

### 2. Create/ Enhance Community Gathering Places

- a. Pavilion
- b. El Prado beachfront park – Improve the identity of the park; add signage for the park; hold functions there; consider adding a bandstand there and holding a weekend market there
- c. Create a community center at the Town Hall complex.
- d. Redevelop the Basin Drive marina as a gathering place.

### **3. Improve streetscapes.**

- a. The streetscape was improved on Seagrape from Commercial to North Tradewinds.
- b. Plant shade trees.
- c. Urban forest planted on A1A at Hibiscus.
- d. FDOT paid for overhead power lines on North A1A to be buried (from Pine to Terramar).
- e. More pedestrian friendly streetscape on A1A (trees, landscaping, sidewalks) through the entire length of Town.
  - i. Grant received for A1A streetscape improvements on A1A from Pine Avenue north to Terramar; design underway.

**4. Develop a clearly-defined bicycle lane on A1A, ~~grade-separated &~~ paved in color contrasting with the sidewalk.**

**5. Reduce traffic impacts on pedestrians; consider attractive pedestrian bridges that are designed within the seaside theme we set for the entire Town.**

**6. Create Multiple Transportation Modes – bike sharing, water taxi, pedicabs, trolleys, more bike racks.**

7. Integrate recycling receptacles in all streetscape projects.
8. Incorporate solar lighting where feasible.
9. When major roadway work is being done, consider burying utilities or at least prep the site for eventually burying them.

## F. RESIDENTIAL NEIGHBORHOODS

### 1. SINGLE FAMILY NEIGHBORHOODS

Overall goal is to create neighborhoods that are comfortable and usable by walkers and non-motorized modes of transport.

- Use common design elements to make all neighborhoods interconnected in some way (e.g. Sucher's idea of art or designs that tie the Town together).
- Signage at neighborhoods entrances that reflect the individuality of the neighborhood but that it is part

of LBTS (e.g. Silver Shores, a Lauderdale-By-The Sea community; Silver Shores of Lauderdale-By-The Sea).

- **Improve storm drainage.**  
Commission has approved four residential area storm drainage projects – West Tradewinds, Harbor Drive from Seagrape to East Tradewinds, Flamingo, and a small project on Terramar Drive.
- ~~Create an individual sense of identity for each neighborhood~~
- Identify those residential streets where through traffic is excessive and address it through traffic calming measures.
- Improve street lighting and utilize smaller scale street furniture and decorative street light poles & luminaries in a traditional style . Offer choices of approved styles from which neighborhoods can select.

## **2. MULTI-FAMILY NEIGHBORHOODS**

**Overall goal is same as for Single Family Neighborhoods.**