



AGENDA ITEM REQUEST FORM

Item No. 14a

Town Manager

Connie Hoffmann

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 to Change

- | | | | |
|---------------------------------------|---|--|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi Judicial | <input checked="" type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

SUBJECT TITLE: TOWN MASTER PLAN

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

EXHIBITS: Memo dated 1/21/2011 from Town Manager
MPSC's revisions to the 2004 LBTS Master Plan w Commission modifications

FISCAL IMPACT AND APPROPRIATION OF FUNDS:

- | | |
|---|--|
| <input type="checkbox"/> Amount \$ _____ | <input type="checkbox"/> Acct # _____ |
| <input type="checkbox"/> Transfer of funds required | <input type="checkbox"/> From Acct # _____ |

Reviewed by Town Attorney
 Yes No

Town Manager Initials CH

Town of Lauderdale-by-the-Sea

OFFICE OF THE TOWN MANAGER

Memorandum

Date: January 21, 2011

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

From: Connie Hoffmann, Town Manager 

Subject: Town's Master Plan

Discussion of the Master Plan

At the January 11th Roundtable meeting the Commission reviewed and discussed the Master Plan Steering Committee's recommendations on revisions to the major elements of the Master Plan. I reflected the changes you requested in the attached document in red ink.

The Commission asked that the item be scheduled for further discussion on the January 25th meeting and that I follow up on some input provided by a citizen regarding the multi-purpose lane on El Mar. The concern expressed was that the citizen believed DOT traffic standards required bicycle lanes to be along the outside lanes of a roadway. I consulted a traffic engineer who advised that is the case for a striped bicycle lane that is limited to bicycles, but that traffic standards also allow for multi-purpose lanes that can include bicycles. The key is to sign it as a multi-purpose lane and not as a bicycle lane. The traffic engineer concurred with the MPSC's recommendation that the multi-purpose lanes have a different texture or color than a regular traffic lane.

Once the Commission completes their review of the attached document, I'll proceed to set up a number of community forums – in February and March – where we seek the reaction of the resident and business community to the broader elements of the Master Plan.

Other Activities Related to the Master Plan

I know there is a strong desire to get Master Plan projects moving and, for that reason, I believe it advisable to do some of the leg work that has to be done before implementation can begin at the same time we are getting public input and educating ourselves and the community about

the design issues that will be so critical to a quality result. That way we will not lose our momentum and the excitement of our citizens and business community about the Master Plan.

I have retained the services of Chris Brown and Kim Breisemeister of Redevelopment Management Associates (RMA) to assist the Town in developing an implementation and finance plan to accomplish the goals of the Master Plan. Chris, as you know, was the CRA Director in Delray Beach and a guiding force behind the redevelopment of Delray's downtown. Kim has been a successful CRA Director in Hollywood, Fort Lauderdale and West Palm Beach. They know how to join the forces of government and the business sector to bring about quality and desirable economic revitalization. They are currently under contract with the City of Pompano Beach to guide their two CRAs. The Pompano City Manager and several Pompano City Commissioners I have spoken with are highly complementary of their work. Chris and Kim will be meeting with a wide variety of Town hoteliers, restaurant owners, retailers, and commercial real estate brokers to develop a good understanding of how our market and opportunities. In April they will provide us with an assessment of both the opportunities and inhibitors to implementation of our Master Plan, a draft financial plan, and their suggestions on prioritization of plan elements and the combination of Town staff and consultants that will be necessary to drive the plan forward.

And, finally, we will likely add a third speaker to our series on urban design – an architect who Helene Wetherington of the MPSC introduced me to who is very knowledgeable about the 50s style architecture that is so predominant in Lauderdale-by-the-Sea and is very good at helping us non-architects understand the consistent features of that architectural style. I found the hours we spent with him interesting and enlightening and think the public will too. We are going to have him come in March for a combined presentation and field observation trip.

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. The current Town Commission modifications are noted in red.

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 two lanes in each direction, but ~~other~~ lane for service. Service lane to be used by bicyclists, pedestrians, skaters designate the inside lanes 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.
 - Reduce speed limit on both El Mar and A1A.
- **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 & western 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~~ **in LBTS** 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~~

12. Adopt a nuisance abatement ordinance and actively enforce it.

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.** (Schedule to do this sooner than later.)

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.