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# Town of Lauderdale-by-the-Sea

## OFFICE OF THE TOWN MANAGER

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### Memorandum

**Date:** November 4, 2012

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

**From:** Connie Hoffmann, Town Manager *CH*

**Subject:** Town Manager's November Report

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#### **Changes in Flood Maps Affect Town Property Owners**

FEMA is updating its flood zone maps nationally and Broward County and our Town will be affected. Lauderdale-By-The-Sea has 343 property owners currently outside the current flood zones that will soon be required to obtain flood insurance as part of their mortgage requirements. Thirty-seven properties are being removed from the current flood zones, so those property owners have the option of dropping their flood insurance, although they may want to keep it, since areas outside hazard zones do sometimes get flooded. The Town has asked FEMA to provide us with a list of addresses of the 343 properties affected, so that we can notify them by mail of the pending map zone changes but we do not know how long it will take them to provide the requested information.

In the meantime, the key information has been posted on our Web site and Channel 78, including info about a community meeting scheduled for Nov. 16 in Pompano Beach where residents can ask questions and even challenge their new flood zone designation by filing a Letter of Map Amendment. Don Prince is going to represent the Town at the Nov. 16 meeting. A link has also been posted on our web site to the proposed flood zone map on the county's Web site. The interactive map allows homeowners to determine if their property is being included in the revised FEMA flood zones.

#### **Development Services Department**

##### Code Enforcement

As you know, we are short-staffed on code enforcement. Kim Williams is down to part-time status, and we have not filled the Code Supervisor vacancy, pending consideration

of contracting for these services. We obtained a proposal from Calvin Giordano Associates (CGA) to provide code enforcement services, but the cost proposed exceeded the cost of performing the service with Town staff. Assistant Town Manager Bud Bentley is negotiating services details and pricing with CGA and, at the same time, has been doing some networking to locate possible candidates to fill our Code supervisor vacancy if negotiations with CGA are not successful.

#### Town Planner Position

We made an employment offer to Linda Connors, and she has accepted, to serve as our new Town Planner. Linda has a Masters Degree in Planning, holds AICP certification, and twenty years of planning experience. She has worked for multiple cities (West Palm Beach, Pompano Beach, St. Petersburg), as well as having been a planner in the private sector with Williams, Hatfield & Stoner (a company that since was acquired by Tetra Tech). She served as the City of Lighthouse Point's Planning, Zoning & Building Director for several years, so is comfortable with the hands-on work a small Town position requires. And her private sector work has given her an understanding of both private developers' perspectives.

We were introduced to Linda by Cecelia Ward when Jeff Bowman announced he would be leaving. We brought her on board on a part-time consulting basis to take over Jeff's planning and zoning functions and have been very pleased with her work and professional knowledge. The Town Attorney's Office reports that they also have had good experiences working with Linda on Town matters, and concur she will be a positive addition to Town staff.

Linda will begin employment with us towards the end of the month, after she finishes up work she has with another client, and assuming she passes our pre-employment screening procedures. She will work full time for the Town.

#### Town Planning Priorities

Approval of the ordinance implementing Priority #1 (removal of the Mediterranean architecture mandate) has been delayed until the November 29<sup>th</sup> meeting, because the Sun-Sentinel did not advertise the ordinance as scheduled.

We recommend continuing to use Cecelia Ward to work on the planning priorities as they require concentrated effort and to continue providing high-level strategic planning guidance to the Town. There is an item on the consent agenda for the Commission to authorize Cecelia's work for the next several months on priorities 2 & 3 – addressing hotel industry issues in the Town's LDRs and revisions of the sign code. The approach we originally outlined for achieving the planning priorities assumed a full time staff Planner would be on board, supplemented by assistance from consulting planners, traffic engineers, urban designers, etc. We have fallen behind a few months on the planning priorities because we were unable to fill the staff Planner in August as originally planned.

## TOWN MANAGER'S LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>ADMINISTRATIVE ISSUES</b>		
Town Website Improvements	At 9/20 meeting the Commission asked that the website be designed so that residents could log on and ask for information of the Town. PIO looked into software to do this, but its complicated and project not deemed a priority, so we have not pursued it further. TC wants to be advised when the Town has the capability of sending email blasts.	
Benihana ROW License Renewal	Discussed w Commission in October & consensus was to negotiate a cross access easement.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>BUDGET</b>		
Fire Assessment Fees	TMgr to have study done of the relationship between residential & commercial fire assessment fees and to determine if there have been sufficient changes since last fee analysis to warrant a modification for commercial properties. Commission also to discuss whether they wish to have two hearings on fire assessment fees.	
Hotel Sewer Rates	TMgr to come back with recommendations regarding impact of sewer rate structure on hotels.	
Chamber of Commerce	Commission wants verification of expenses of running the Welcome Center for FY 2013 budget considerations. Finance Dir met with Chamber Exec Dir in early November re: reporting.	

## TOWN MANAGER'S LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>CAPITAL PROJECTS</b>		
Flamingo Drive Stormwater Project	Design completed; have received all permits; construction bids opened in mid-August. Reported on Plaza East issues to the Commission in August and September. Draft agreement presented to Plaza East; they've requested minor changes.	November or December
Harbor Drive storm water project (Seagrape to E. Tradewinds)	Design work assigned to City Engineer Chen Moore & Associates in September. Design work is underway.	
Coral Reef Project	Global Coral Reef Alliance is having the buoys repaired & modified to withstand rough seas. As of 10/31, they advised the buoys should be redeployed in 2 weeks. On 10/31, TMgr reminded them County permit expires in November & it is their responsibility to keep permits active.	
East Commercial Drainage & Streetscape	Design work awarded to Jaime Correa Associates & Hughes & Hughes at Oct 8th mtg. Work authorizations were executed. Updated survey is due next week, then consultants can start.	
Engineering Analysis of Condition of the Town's Sewer System & Cost to Repair	King & Associates awarded work authorization by Commission in August to do the study. Study is underway.	January
Prioritize Street Resurfacing Needs	Analysis assigned to Matthews Consulting. Reviewed findings week of Oct 31. Vast majority of streets in good to excellent condition. Report coming to Commission later this month.	November 29th
South A1A Streetscape Design		

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
N. Bougainvillea Dr Drainage & Streetscape Project	I've been exploring different beautification design options with a landscape architect, but traffic engineering standards present real challenges on this project given the backout parking that is prevalent along the roadway.	
West Commercial Blvd Streetscape		
Costs to Improve Street Lighting in Residential Neighborhoods	Town Mgr & Mun Svcs Director drove Silver Shores neighborhood streets at night and noted problem areas. Don is in contact with FP&L about options to improve the lighting.	
Sidewalks Condition Analysis	Commission direction has been requested on the priority of this assignment.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>CHARTER ISSUES</b>		
Charter Review Board	Commission to discuss appointing a Charter Advisory Board in March 2012.	March
Commission Districts Study	Intent is to hire a university to do analysis of balanced districts for the Commission election in 2014; RFP for study to Commission in Spring 2012 so that districts can be designated by September 2012 as required by Charter Article 6-6.1 (5).	Spring
Commission Elections Dates	Ordinance prepared to move to coincide w Presidential Primary.	November

## TOWN MANAGER'S LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>ECONOMIC DEVELOPMENT</b>		
Marketing Plan	Staff invited multiple business owners representing the retail, hotel, & restaurant sectors participated in a brainstorming session on marketing issues in October. Staff reached out to others who wanted to attend but couldn't for their input. Group meeting on Monday, November 7th to discuss coordinated efforts for an upcoming event & to discuss marketing priorities.	
Branding	Goals are to define a brand image for the Town and incorporate the brand into marketing and communication materials.	
New Special Event	Goal is to create one new special event that has the specific goal of benefitting the economic vitality of the Town.	
Communicate sidewalk café license opportunities & parking exemption program	Comm. Sasser & Bud Bentley met with Basilic Grill re: a sidewalk café option. Bud & our planning consultant met with JoJos Tacos' owner about outdoor dining & the parking exemption. Jeff Bowman, before he left, talked to Corelli's owner about putting some tables on the sidewalk. I communicated that option last Spring to the owner of the Andre's Bakery & will do so again. We are processing a request from CoCo Yogurt to put 2 small tables on the sidewalk.	
Business Recruitment	Although not recruited by the Town, we remain in contact with the Carlyle Group's architect and will be meeting with him again next week. This company is doing due diligence with regard to the purchase of a large LBTS hotel and the hotel would have a national chain affiliation.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>FINANCIAL MATTERS</b>		
Government Efficiency: Parking Operations RFP	RFP prepared & Commission reviewed. 5 responses to RFP received. Evaluation Committee shortlisted the proposals to 3, requested clarification of proposals. Finance Director & ATM did financial analysis of the proposals. Week of September 15th, Evaluation Committee heard presentations from the firms. Proposed ranking of firms coming to Commission in November and suggestions for transitioning Town employees to the contractor will also be presented.	November 29th
Grants	Seeking a grant from the State for turtle-friendly pedestrian lighting in El Prado parking lot. Will be asking MPO to add all of our streetscape projects to their five year project list, which is the first step in applying for state grant funding. In the Spring, we will make application for a grant for FY 14 for the section of A1A between the north alley and Pine Avenue.	
Government Efficiency: Code Enforcement Delivery	Staff is determining whether companies other than Calvin Giordano deliver code enforcement services. Have a proposal from CGA which we are negotiating on price. At same time, are networking to find possible candidates if we keep it in-house.	
Government Efficiency: Fill Staff Positions w Qualified & Talented Personnel	Recruiting now for Project Mager position and interviewing finalists for Deputy City Clerk. Town Planner position has been offered to a very qualified candidate.	
Banking Services Agreement	TAtty advises that, with notice, Town can terminate existing agreement. RFP to go to market for banking services agreement proposal in Winter 2012.	

**TOWN MANAGER'S LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS**

PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
Cash/Investment Report	Quarterly reports to be provided to the Commission.	January & April & July (completed); September report pending

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>PLANNING &amp; DEVELOPMENT ISSUES</b>		
Economic Vitality: Reduce Permit Fees	Commission adopted the Fire Marshall's proposal to reduce fees by almost 50% in July.. Ordinance amendments to be prepared. Consultant Gary Shimun's recommended bldg permit fees were reviewed by the Commission and was appended to Bldg Services RFP.	Adopt new fee structure in December
Building Services Options	Comm. Vincent appt'd Commission liaison. 2 proposals received, of which 1 was deemed non-responsive due to lack of price proposal. Staff recommended & Commission concurred to readvertise for purposes of competition. RFP advertised & responses due 11/10.	November
Planning Priority # 1: Architectural Preference	The NOI public hearing authoring us to proceed to work on that was held on 2/22. Draft of changes to the Code were tabled by the P&Z on a 3-2 vote until November and until an economic study of their impact was done. That will set this planning priority back. Commission decided on September 13th they want to move forward with the change on first reading, then back to P&Z Bd in October. NOI in September, 1st reading occurred in October.	2nd reading November 29th
Planning Priority# 2 Hotel Issues	Interviewed nine hoteliers and found similar input. Cecelia Ward has drafted issues. We will now seek input from a hotel consultant on some of the issues identified and from a traffic engineer on the parking issues hotels are experiencing.	N.O.I. in December, Report to the Commission on findings/recommendations in January
Planning Priority # 3: Sign code revisions - Part 2	An NOI to enable us to do additional work on the sign code was approved on April 27th. We've instructed Cecelia Ward to prepare recommendations on immediate issues - wall signs, banner signs, & pole signs. Those recommendations will go to the P&Z Board in December and to the Commission in January. Overhaul of the rest of the sign code will follow.	January

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
Planning Priority #4: Neighborhood compatibility, historic preservation, archeological resources & design for safety LDRs		
Planning Priority #5: Remove pyramidal zoning structure, improve purpose & intent of districts, & make code compatible with the Charter		
Planning Priority #6: Adopt architectural guidelines for Commercial & Multi-Family projects		
Continue Hotel/Motel Code Enforcement Program		
240 Imperial Drive	Delayed construction project which has caused many neighborhood complaints. The certification of the lien for code fines was approved by the Magistrate on 4/20/2011 and fines are accruing daily. Commission denied property owner's request for extension on July 26th.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>PUBLIC SAFETY</b>		
Nuisance Abatement Ordinance	Have gathered a few examples from other cities & counties.	
LETF - High Definition Cameras	One purchased. Holding off on 2nd camera so we can purchase a more sophisticated camera that can read & record license plates clearly. FDOT has refused to let us mount such a camera on traffic signal poles at A1A/Commercial intersection. BSO is working with other jurisdictions to lobby FDOT to allow such cameras.	
Fire Truck Purchase	VFD has prepared truck specifications & TMgr reviewed. VFD has identified a demo truck, but cost higher than budget. They are exploring options.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>TRAFFIC/PARKING ISSUES</b>		
Continue Transition from Single Space Meters to Pay Stations	Commission approved purchase of 3 add'l pay stations. Two installed in A1A lot, but not operational yet.	
Additional Spaces in the A1A lot		
Evaluate # of spaces that can be added to S. Bougainvillea		
Implement pay by phone service		
Effective Solution to Improve Pedestrian Safety at A1A/Comm'l Intersection	Will be addressed in the East Commercial design project by Hughes & Hughes.	
Imperial Lane Traffic Calming	Commission approved plan for traffic choker & speed bump. Neighborhood to pay for & maintain landscaping. Project will be implemented in fall.	
Delivery Truck Parking Issues in Downtown	Will be addressed by Hughes & Hughes in design for East Commercial.	
NEV Parking spaces	Commission wants to revisit in March 2012.	March
Parking Hardship Fees	Mid-year look at fees for hardship parking permits; consider impact on the hospitality industry.	April

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>TRASH &amp; RECYCLING</b>		
Accelerated Recycling Efforts	Being addressed in Choice negotiations.	
Negotiate Favorable Extension to Garbage Collection Contract or RFP	Issues raised by Commissioners included how differential pricing of recycling rates btwn residential & commercial is a disincentive to recycling. How to handle yard waste. Public input on satisfaction/problems w current contract to be held on November 8th at 5:30 pm.	
Solid Waste Disposal Issues	Updated reports provided Commission in July & September on County & Miramar developments.	
Collection of yard waste	Issue being addressed in negotiations with Choice.	

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PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>MISC. ACTION ITEMS</b>		
Written Strategic Plan		
Staffing Plan		
Lease of warehouse	In September, Commission rejected realtor agreement and instructed staff to put out a new RFP with modifications suggested by Comm. Vincent. Awaiting Comm. Vincent's comments on revised RFP.	
Friedt Park Signage	Don Prince contacting family about sign verbiage. Tatty preparing ordinance.	November 29th
Choice Contract Renewal Discussions	Comm. Sasser updated Commission on progress & issues in September. Choice agreed to pass through the reduction in fees that takes place Oct. 1. Public meeting being held on November 8th to get citizen input.	
Designated Areas of Beach for Launching boats	Commission agreed to discuss this in October.	November
Standards for Events Held in Right of Way	Standards desired for such thing as barricades, lighting, signage & stages, but Commission feels it is not a priority right now.	

**TOWN MANAGER'S LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS**

PROJECT AREA	STATUS	TO COMMISSION/ COMMITTEES
<b>COMPLETED TASKS</b>		
Town Manager Evaluation & Determination of 2012 Priorities	Completed in October.	
Discussion of Commission Interest in Investigating police department alternatives to BSO	Commission decided in October they had no interest in pursuing this matter, but to continue looking for ways to reduce costs with BSO.	