



Item No. 26

AGENDA ITEM REQUEST FORM

Town Manager

Connie Hoffmann

Department Submitting Request

BUDGET WORKSHOP June 21, 2011

SUBJECT TITLE: Planning Priorities & Cost to Address

EXPLANATION: In April, consultant Cecilia Ward presented to the Commission her analysis of inconsistencies in the Town's planning and development regulations, the Master Plan, and Comprehensive Plan and suggested planning tools or provisions that the Town should consider adopting. Ms. Ward also drafted several code amendments on topics she recommended be added to the Town's LDRS and gave us a lengthy "to do" list. The Commission directed me and the Town Attorney to work with Ms. Ward to prioritize the "to do" list items and me to work with her to estimate the cost of accomplishing the priority projects.

The Attorney, Ms. Ward and I agreed on the top priority projects. Ms. Ward and I then identified the various tasks needed to be done to implement each priority item and estimated the in-house and consultant time and costs involved in each project. (The Town Attorney estimated the hours she will need to devote.)

You will note that several projects would start next month if the Commission agrees with our recommendations and will require that we get the services of an intern or planning technician to gather data needed before a planner can work on code revisions and develop planning strategies to help sustain the hotel industry in Lauderdale-by-the-Sea. I anticipate that our new Planner will start working sometime in August. We have shown a planning consultant starting the work and guiding several projects, with the consultant finishing some projects. The new Town Planner would take over responsibility for some those projects and start others. We have funds available in the current budget that can be used to pay interns and a planning consultant for work to be done during the remainder of the fiscal year.

It is always difficult to estimate the number of hours a project will take and they usually take more time than one anticipates. These estimates assume the new Planner can devote concentrated time and attention to the projects, which is the most efficient way to work. But, as we all know, that is an ideal situation that rarely occurs because other issues always arise which draw you away from concentrated effort. We've also made some reasoned guesses as to how much time outside parties would charge for the services. Obviously, these are all rough ballpark estimates.

The projected cost of outside assistance with these projects ranges from \$47,000- \$60,000. Of that amount, \$7,800 - \$10,000 would likely be incurred this fiscal year. We have sufficient funds in the current budget to cover this fiscal year's costs. Without increasing the Development Services budget, we could cover about \$30,000 of the costs in the next fiscal year. You will note that we still need to determine how much work will be involved in preparing the Evaluation Appraisal Report (EAR) on our Comprehensive Plan next summer. While many cities spend upwards of \$100,000 on consultants to prepare their EARs, Ms. Ward is of the opinion that the analysis she has already done and the work we have outlined to be done over the next nine months will accomplish much of what needs to be covered in the EAR.



I do need to know whether the Commission concurs with the priorities and wishes to proceed with all of the projects outlined, so that I can include funds in next year's budget to acquire the outside services we will need to complete the projects.

EXPECTED OUTCOME: Commission discussion of and direction on the priorities and budgeting for the work to be done in FY 2012.

EXHIBITS: Proposed planning priorities and estimates of time and costs to accomplish them.

Reviewed by Town Attorney
 Yes No

Town Manager Initials CHA

TOP PLANNING PRIORITIES

Priority #1: REMOVE REQUIREMENT FOR MEDITERRANEAN STYLE ARCHITECTURE

(This is the first step for achievement of the goal to preserve and enhance the existing architectural character of the Town.)

Timeline: 3 months July- September 2011 unless new NOI needed

Projected Cost:

- *Contract Planner: 15 hrs at \$100 pr hr = \$1,500*
- *Town Attorney: 2 hr @ \$215 hr= \$430 (part of Attorney's budget)*

Total Project Cost: \$1,930

Cost not associated with Town staff & Attorney: \$1,500

PROJECT TASKS:

- A. Determine if current NOI on architectural guidelines would cover this change. (Town Attorney)
- B. Draft amendment to Land Development Regulations [LDRs] to:
 - remove requirement for Mediterranean style architecture;
 - add language to LDRs that supports Miami Modern style architecture*;
 - state that buildings cannot be out of scale, style and character of a seaside community. (Contract Planner to draft, Town Attorney to review)

* Anticipate this will be simple language encouraging Miami Modern style with much more detailed direction on that style given when Architectural Design Standards are developed under Priority # 6.

- C. Adopt implementing ordinance

Priority#. 2: MODIFY THE CODE TO ENCOURAGE INVESTMENT IN AND REDEVELOPMENT OF EXISTING HOTELS, TO DISCOURAGE THE CONVERSION OF TOURIST UNITS TO RESIDENTIAL USE, AND TO FACILITATE THE DEVELOPMENT OF NEW HOTELS:

Timeline: 6 months July 2011 – January 2012

Projected Cost:

- *Planning Intern/ Tech: 80 hrs @ between \$25 and \$40 pr hr = \$2,000 - \$3,200*
- *Zoning & Code Supervisor : 15 hours @\$42 hr= \$630 (on salary)*
- *Contract Planner: 30hrs @ \$100 pr hr = \$3,000*
- *Town Planner : 80 hours @ \$50 hr = \$4,000 (on salary)*
- *Town Engineer : 6 hours @ \$100 hr -= \$600*
- *Traffic Engineer : 20 hrs @ \$150 = \$3,000*
- *Hotel Industry Professional: 15 hours @ \$150 hr = \$2,250*
- *Town Attorney: 10 @ \$215 hr = \$2,150 (part of Attorney's budget)*

Total Project Cost: \$17,630 - \$18,830

Costs not associated with Town staff & Attorney: \$10,850 - \$12,050

PROJECT TASKS:

- A. Prepare NOI to accomplish goal (Town Attorney) – July 2011
- B. Comprehensive Analysis of Hotels/Motels in Order to Understand What Code Changes Will Get us the Best Results for Hotels to Renovate or Redevelop July –August 2011:
 1. Research historical permit data on existing hotel / motel sites to provide a baseline for determination about required parking, setbacks, etc (Zoning & Code Supv w direction from Contract Planner)
 2. Direct the work of a Planning Intern or Technician on the following (Contract Planner):
 - a. Incorporate data Town already has on # of rooms per hotel property into baseline data files and identify type of tourist units - (Planning Intern/Tech)
 - b. Identify existing amenities both interior/ exterior for each hotel (Planning Intern/Tech)
 - c. Research dimensional regulations for each hotel parcel - setbacks, heights, floor area, room size (Planning Intern/Tech)
 - d. Identify existing site conditions for each hotel - landscaping, parking, (Planning Intern/Tech)
 - e. Identify architectural style - interior / exterior - i.e. Miami Modern, Mediterranean, or other style (Planning Intern/Tech)
 3. Link data files to GIS Mapping. (Town Engineer)

4. Based on items 1-6 above, evaluate potential building/ site limitations (i.e. CCL line, flood elevations) (Contract Planner)
5. Interview Hotel/ Motel Property Owners/ Property Managers: *
 - a) Draft Questions for Interview of Hotel/Motel Property Owners from a Planning Perspective. (Contract Planner).
 - b) Planning Intern/Tech to conduct interviews to obtain :
 - a. description of primary tourist market they serve.
 - b. owners' assessment of challenges with their building, site, and location within the Town and benefits of their building, site and location within the Town.
 - c. Owner's assessment of what features they feel benefits them/ want to retain - interior - exterior - uses - activities (Planning Intern/Tech)
 - d. changes owners/operators would like to make to existing hotel/ motel to improve their building, site and tourist market potential.(Planning Intern/Tech)

**Interviews to be performed simultaneously with field research.*

C. Compile and Analyze Information: September 2011

1. List issues we already know restrict the hotel industry, e.g. requirement that renovations should be able to exceed 25% of assessed value & still retain grandfather rights.
2. Analyze and compare information from steps A & B to determine if there are trends, patterns, similarities of issues raised by individual hotel/ motel property owners in terms of current regulatory controls and restrictions in land development regulations. (Town Planner, , with oversight of Contract Planner)
3. Analyze and compare information to determine if there are trends, patterns, similarities of issues raised by individual hotel/ motel property owners in terms of economic trends in hotel/ motel industry (Economic Development or Hotel Industry Professional)

D. Identify + Adopt Methods and Measures to Encourage Renovation of Existing Hotels & Development of New Hotels : - October 2011-January 2012

Based on information gathered in various tasks above, determine appropriate methods and measures to creative incentives and eliminate disincentives. (Town Planner w Contract Planner oversight and Town Attorney advice as needed)

- a. Identify appropriate incentives - regulatory, business improvement program, etc.
- b. Determine whether there are parking solutions that would assist the hotel industry that can be incorporated into code changes or through other actions of the Town. (Parking or Traffic Engineer)
- c. Identify specific code changes needed to address issues identified as desired or as problematic. (Town Planner w Contract Planner oversight)
- d. Draft Code related changes with Contract Planner guidance. (Town Planner & Contract Planner)
- e. Review language prepared by Town Planner & draft ordinance (Town Attorney)
- f. Adopt implementing ordinance

- g. Education /Marketing process on new provisions to business community (Town Planner & Town Marketing or Business Development Director)

PRIORITY #. 3: REVISE SIGN CODE

Timeline: 6 months July 2011- January 2012

Projected Cost

- *Planning Intern/ Tech: 75 hrs @ between \$25 and \$40 pr hr = \$1,875 - \$3,000*
- *Contract Planner: 6 hours @ \$100 hr = \$600*
- *Urban Design Firm : \$10,000*
- *Town Planner : 65hrs @ \$50 pr hr = \$3,250 (on salary)*
- *Economic Development Professional: \$1,750*
- *Town Attorney: 6 @ \$215= \$1,290 (part of Attorney's budget)*

Total Project Cost: \$18,765 - \$19,980

Costs not associated with Town staff & Attorney: \$14,225-\$15,350

PROJECT TASKS:

- A. Inventory existing conditions (July – August)
1. Inventory & photograph existing signs (Planning Intern/Tech - _30 hours)
 2. Compare inventory to existing code to identify non-conforming signs (Planning Intern/Tech or Zoning Supervisor – 40 hours)
- B. Develop revisions to sign code
3. Retain urban design firm with experience in developing sign codes to assist Town in evaluating additional changes to the sign code. (Asst Town Mgr & Contract Planner)
 4. Develop recommendations on issues Town has on “to do” list to look at – pylon signs, pole signs, sandwich board signs, replacement of non-conforming signs. (Urban Design Firm, Town Planner)
 5. Have Economic Development Professional review proposals to provide realistic business point of review
 6. Develop guidelines for signs. (Urban Design Firm, Town Planner)
 7. Determine if other changes are needed based on architectural design standards. (Urban Design Firm, Town Planner)
 8. Review language prepared by Town Planner & draft ordinance (Town Attorney)
 9. Presentation of recommendations to P&Z Board. (Urban Design Firm, Town Planner)
 10. Adopt implementing Ordinance

PRIORITY #4 REVISE LAND DEVELOPMENT REGULATIONS TO INCLUDE CODE LANGUAGE ALREADY DRAFTED BY CECELIA WARD/JC CONSULTING THAT PROTECTS SINGLE FAMILY NEIGHBORHOODS AND ADDRESSES SAFETY, HISTORICAL & ARCHEOLOGICAL RESOURCES

Timeline: 4 months July - October 2011

Projected Costs:

Town Attorney 2 @ \$215 hr = \$430 (part of Attorney's budget)

Contract Planner 6 hrs @ \$100 pr hr = \$600

Town Planner 15 hours @ \$50 hr = \$750 (on salary)

Total Project Cost: \$1,780

Costs not associated with Town staff & Attorney: \$600

Assignment includes adopting Neighborhood and Community Compatibility Standards, concurrency provisions for Hurricane Evacuation, Historic Preservation, Archaeological Resources, Schools and CPTED provisions

PROJECT TASKS:

- A. Prepare NOI (Town Attorney)
- B. Finalize draft language into code form: (Town Attorney, Town Planner with consultation with Contract Planner)

Priority No. 5: CODE CLEANUP

Timeline: 4 months

Projected Cost:

- *Town Attorney 15 @ \$215 hr = \$3,225 (part of Attorney's budget)*
- *Town Planner 40 hrs @ \$50pr hr = \$2,000 (on salary)*

Total Project Cost: \$5,225

Costs not associated with Town staff & Attorney: \$0

1. Remove Pyramidal Zoning Structure and Improve Purpose and Intent of Districts

(Town Attorney & Town Planner)

2. Revise Code to be consistent with Charter re Height, rezoning procedures, PUD, NOI

(Town Attorney)

Priorities No. 6 DEVELOP & ADOPT ARCHITECTURAL DESIGN GUIDELINES FOR COMMERCIAL & MULTI-FAMILY RESIDENTIAL PROJECTS

Timeline: 6 months October 2011 - March 2012

Projected Cost:

- *Planning or Architect Intern – 80 hours @ between \$25 and \$40 pr hr = \$2,000 - \$3,200*
- *Town Planner: 50 hrs @ \$50 pr hr = \$2,500 (on salary)*
- *Architect/Urban Design Firm:*
 - *\$25,000 start from scratch*
 - *\$ 15,000 build on another city's code that is relevant to LBTS*
- *Economic Development Professional: \$3,000*
- *Town Attorney: 6 @ \$215 hr= \$ 1,290 (part of Attorney's budget)*

Total Project Cost: \$23,790 - \$ 34,990

Costs not associated with Town staff & Attorney: \$ 20,000- \$30,000

PROJECT TASKS:

- A. Retain architect or urban design firm to write design standards (Asst Town Mgr.)
- B. Compile a sample inventory of the existing architectural style and streetscape facades of commercial buildings & Multi-Family Residential in Town. (Planning Intern with Architect oversight)
- C. Make determination whether Town wants to encourage the preservation of the existing Miami Modern style and other prevalent or historic styles through incentives or make them mandatory. (Architect to present to Commission)
- D. Make determination whether environmental sustainability requirements will also be incorporated into design guidelines and how those will relate to preferred architectural styles.
- E. Research other South Florida municipal design codes for guidelines that refer to Miami Modern style of architecture. (Planning Intern/Technician)
- F. Provide information from Hotel/Motel field research to Architect/Urban Design Firm. (Town Planner)
- G. Develop proposed design guidelines and draft code changes including development of a review process that has full cost recovery. (Architect /Urban Design Firm, Town Planner, Town Attorney, Economic Development Professional)

Priority No. 7: COMPREHENSIVE PLAN REVISIONS - PROCESS WITH 2012 EAR AND EAR-BASED PLAN AMENDMENTS DUE IN 2013

- 1. Determine changes in State Law regarding Comprehensive Plan and EAR requirements on scope of work that needs to be done.**
- 2. Make sure Town has possession of electronic Comprehensive Plan and EAR maps and documents. Evaluate need for consulting services to complete 2012 EAR and amendments to the Town's Adopted Comprehensive Plan and retain consultant if determined necessary. (Necessity is likely going to be based on the Town Planner's workload.)**
- 3. Incorporate findings and recommendations of Comparative Analysis performed by Cecilia Ward/JC Consulting.**
- 4. Include changes resulting from research/ analysis derived from Top Priorities.**
- 5. Determine if Master Plan GOPs are to be included in EAR.**

Costs: Not yet estimated