

TOWN OF LAUDERDALE-BY-THE-SEA
TOWN COMMISSION
WORKSHOP
MINUTES
Jarvis Hall
4505 Ocean Drive
Thursday, May 26, 2011
6:00 P.M.

1. CALL TO ORDER, MAYOR ROSEANN MINNET

Mayor Roseann Minnet called the meeting to order at 6:00 p.m. Vice Mayor Stuart Dodd, Commissioner Birute Ann Clotey, Commissioner Scot Sasser, and Commissioner Chris Vincent were present. Also present were Town Manager Connie Hoffmann, Town Attorney Susan L. Trevarthen, Town Clerk June White, and Deputy Clerk Nekisha Smith.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. ITEMS OF DISCUSSION:

Mayor Minnet thanked the University of Miami for their work and the residents for their input. She asked everyone to keep an open mind in regards to the proposed projects that were to be presented.

a. Presentation by the University of Miami School of Architecture's 2011 Community Design Concepts

Dr. Chuck Bohl, University of Miami School of Architecture, thanked Town staff and the local community for their support. He explained that the group included Bachelor of Architecture, Master of Urban Design, and Master of Real Estate Development and Urbanism students. Dr. Bohl stated that approximately 2,000 work hours were put in to their work in Lauderdale-By-The-Sea this week.

Dr. Bohl understood that the community wanted to protect and maintain the character of the Town. He pointed out that their scope of work did not include residential neighborhoods or El Mar Drive. Dr. Bohl urged everyone not to overly focus on particular part of the community. He said that the presentation was broken into study areas to be presented by each group. Mr. Bohl explained that Lauderdale-By-The-Sea needed to determine how to create a sustainable community and business base that was consistent with the vision the community had for itself and could help pay for the things wanted, such as parks and streetscape improvements.

Note: The full presentation is available for review in the Town Clerk's Office and on the Town's website.

Group 1 - Commercial Boulevard: The team explained that they tried to group address together the main concerns and wishes brought forward by the local business owners. The area was separate into the three sections because each section had a different feel: they called the areas Pelican Square, Market Square and Marina Plaza. The team understood public concerns about lack of implementation of plans over the years. They addressed projects that could be completed sooner to help alleviate some of the existing problems, such as the lack of adequate parking. The team identified 51 additional parking spaces throughout the Commercial Boulevard area that could be utilized by the Town at low cost. They recommended that the Town create a centralized organization to help promote the right mix of business tenants and a retail window program to help promote a unified brand for the area. To further stimulate the area, the team suggested the Town create crosswalks that connect opposite sides of the street, add shade trees to encourage walking, and increase way-finding signage to promote under-utilized stores and parking areas. The team recommended implementing a tenant improvement grant to assist new businesses.

The team reviewed their long term plans for the Pelican Square. They proposed eliminating the central medians and creating a curb-less paved road that could be closed to traffic during events, and allow for additional seating for by the restaurants. For the Market Square area the team proposed removing the median, widening the sidewalks to ten feet, and adding shading. They recommended an open air Market between Bougainvillea Drive and Poinciana Street. The team recommended changing the current parallel parking within the Marina Plaza Sector to angled parking to allow for additional parking spaces. They proposed a centralized valet program to help ease the current parking issues on Commercial Boulevard. The team proposed a redevelopment at the current marina which would allow for pedestrian access from Commercial Boulevard directly to the water. They also addressed the Town entrance at Commercial Boulevard and proposed an open air piazza along with two viewing platforms to allow public access along the waterway. The team recommended a redesigned drawbridge welcome sign and new drawbridge tower.

The team gave a breakdown of pricing associated with their proposal: Pelican Square - \$824,000; Market Square - \$936,000; and Marina Plaza - \$980,000 for street improvements and \$960,000 for the plaza. The total price was \$3.7 million. The team pointed out that the proposed streetscape improvements could raise property values and rental rates by 10%. They said that the properties closer to the Marina could see a property value increase of 25%. The team felt that, over time, the improvements could pay for themselves by generating increased revenues to the Town.

Dr. Bohl explained that the cost estimates were not completely accurate but were based on information retrieved from recent projects completed in neighboring communities.

Group 2 - A1A Corridor: The team identified the lack of parking and high traffic congestion in the area. They noted that the area was not pedestrian friendly and visually unappealing. The team observed that the southern Town entrance was unwelcoming and obstructed views. The team stated that their primary focus was the A1A streetscape, the Visitors Center/Chamber of Commerce, and the beach portals.

The team began with the A1A streetscape and proposed at the far north of the study area which ended at Pine Avenue, the addition of shade trees and implementing parallel parking to replace current back out parking. Further along A1A the team recommended the turning lane be converted to a median. Past that section, the team explained that the two lanes came together where the median once again allowed for head-in angle parking. Further along A1A, the team recommended shade trees and parallel parking to allow for the most comfortable experience for pedestrians; then the street would divert back to a median with angled parking.

The best location for a potential parking garage was determined to be located at the Town's A1A parking lot north of Wings. The team explained that the location worked well with the potential open air market on Bougainvillea Drive; a garage could hold 280 parking spaces and provide for retail space on the bottom floor. The team estimated the total construction cost to be approximately \$5.6 million.

The team proposed implementing amber LED turtle lighting and solar lighting within the Town, which they pointed out was currently being utilized in the Cities of Dania Beach and Bradenton Beach. They explained that the cost savings would be significant over the long term and the lights were extremely helpful during and after hurricanes. Environmentally friendly street furniture was also proposed.

The team reviewed the cost estimates for streetscape in the A1A study area: A1A Business area - \$655,580; A1A Civic area - \$990,670; A1A Hotel area - \$1,823,000; A1A South from Palm to Datura cost per block - \$837,400; and Datura Avenue cost per block - \$500,130.

The team reviewed their proposals for the south end of A1A and the Town portals. They proposed infilling the turning lane along A1A. The team recommended a continuous pathway to provide way-finding from south A1A to the beach. This would include additional shade trees along Datura Avenue and Hibiscus Avenue. Finally, the team proposed rerouting the existing bicycle lanes on A1A to El Mar Drive and around to Bougainvillea Drive. That would allow for additional vegetation on A1A and the widening of the sidewalks.

Group 3 - Town Hall and El Prado: The team explained that their review of the current Town Hall site revealed that some buildings and spaces were functionally too small. They reviewed three separate scenarios that ranged in cost and construction efforts. The team explained that scenario 1 kept a majority of the existing buildings, added landscaping and façade improvements, and introduced structured public parking. The second scenario demolished the existing structures and created more of a cohesive

civic complex. Scenario three consisted of identifying other sites within Town that were large enough to accommodate civic buildings, either together or separately; allowing the Town to sell the current Town Hall site to help offset the costs of new construction.

Scenario one consisted of infill developments to expand square footage. The team proposed a parking garage with retail space and a breezeway that connected over the sidewalks. The senior center would be expanded and Town Hall would be relocated closer to the street to create more prominence.

Scenario two was a complete redevelopment of the Town Hall site. The team believed the land would be used more efficiently and would include a service court to hide the Municipal Services facilities. The senior center would be expanded in size. The team addressed the need for cohesive architecture throughout the Town.

Scenario 3 explained the benefit of moving Town Hall to another location and selling the current site to offset new construction costs. The team's research indicated that the land could be sold for \$8 million.

The team explained that ideas for the El Prado parking lot and park sites were also broken down into three scenarios. Scenario one would be an open park space while maintaining parking along the side. The team explained that would not block the view to the ocean. Scenario two consisted of a park and civic buildings. Parking would still be open to the public. There would be a total of 4 buildings which would block 30% of the ocean view. Scenario three consisted of the same components as scenario two with the addition of an amphitheater for seating up 316 people, located at the El Prado beachfront park. The beach would serve as a backdrop to the amphitheater.

Group 4 - Large Hotels: The team explained that they focused on two large hotels located at the entryways to the commercial section of the Town. Both hotels are taller than the Town's current height limit which provided development opportunities not available anywhere else in town.

The team proposed that the hotel property at the north end be separated into two different hotels; the beachfront hotel would have fewer rooms, which would provide more exclusivity. For the hotel building on A1A, they recommended using hedges to screen parking, introduced an outdoor patio space on top of the building, and a playground for families. The team estimated approximately \$4.7 million to renovate the site. They added that the cost included \$3.1 million in exterior renovations. The team identified other proposed renovations such as a shared parking garage to hold 280 parking spaces. They proposed renovations to the existing adjacent restaurant to make the area cohesive and stimulate business.

The team explained the proposed renovations for the hotel site at the south end of the town. They said that the property needed to be rejuvenated before it could be put back on the market for sale. Fitness facilities, spas, complete room renovations, and an outdoor dining area were recommended along with other minor changes. The team

reiterated that the property's current parking could be hidden by hedges. Electric vehicle shuttles were proposed to bring the visitors from both sites to the center of Town because they exceeded the five minute walking radius. The approximate cost for renovations to the south site was \$9.7 million with the following breakdown: Interior - \$3.6 million; Exterior - \$3.7 million; and Wellness Garden - \$2.4 million.

Group 5 - Small Hotels: The team realized that the small hotels created the character for the Town and that it was important to the community to keep them viable. They pointed out that some of the properties faced problems such as high property taxes, energy inefficiency, and zoning constraints. Approximate pricing breakdowns were given for facade improvements, interior renovations, and new construction to the small hotel properties. A conglomerate scenario between two neighboring properties was also discussed.

The team recognized that due to the market, the construction costs and financial feasibility had to be taken into consideration when discussing renovations to hotel properties. They suggested the community create a Hotel Association to combine marketing efforts and help to keep business within the Town. The team recommended expanding the guest base by offering amenities such as diving certification and implementing family oriented ads.

Conclusion

Dr. Bohl explained that the Town needed to determine where they wanted to invest their resources that would bring the most benefit to the general public. He recommended doing multiple projects to show the community what could be achieved. Dr. Bohl showed examples and renderings of neighboring communities who implemented demonstration projects successfully. He thanked the Town and welcomed questions after the meeting.

Mayor Minnet thanked the University of Miami for their presentation and encouraged the public to stay after the meeting and ask questions. She requested the input and commitment of the community to move forward with the proposals presented by the students.

4. ADJOURNMENT

Vice Mayor Dodd made a motion to adjourn. With no further business before the Commission, Mayor Minnet adjourned the meeting at 8:25 p.m.

Mayor Roseann Minnet

ATTEST:

Town Clerk, June White, CMC

Date