

**TOWN OF LAUDERDALE-BY-THE-SEA**  
**MASTER PLAN STEERING COMMITTEE**  
**REGULAR MEETING MINUTES**  
*Town Commission Meeting Room*  
*Monday, December 20, 2010*  
*7:00 P.M.*

**I. CALL TO ORDER**

Chairperson Paul Novak called the regular meeting of the Master Plan Steering Committee (MPSC) on Monday, December 20, 2010 at 7:00 p.m., Jarvis Hall, 4505 Ocean Drive, Lauderdale-By-The-Sea, Florida.

**II. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**III. ROLL CALL**

Members present were Chairperson Paul Novak, Co-Chairperson Edmund Malkoon, Sandra Booth, Robert Eckblad, Marjorie Evans, Ken Kugler, John Panitsas, James Rogers and Helene Wetherington. Also present were Town Manager Connie Hoffman, Assistant Town Manager Bud Bentley and Development Services Director Jeff Bowman.

**IV. APPROVAL OF MINUTES - Regular Meeting of the Master Plan Steering Committee – November 16, 2010**

Member Kugler made a motion to approve the minutes of November 16, 2010, seconded by Co-Chairperson Malkoon. The vote carried unanimously.

**IV. PUBLIC COMMENTS**

Chairperson Novak observed no one from the public was present to comment, and Committee members would make their comments during the course of the meeting.

**VI. NEW BUSINESS**

**Item #1:** A1A Enhancement Project

1. FDOT A1A / Discussion regarding architectural features for the seating walls

Town Manager Connie Hoffman directed the Committee's attention to the two drawings before them regarding seating areas along the low wall. She reviewed the contents of both drawings, noting staff was presenting only two of the four designs, as they felt the other two designs did not have a seaside or maritime theme.

Chairperson Novak wished to know if the suggestion was to use both designs or one.

Town Manager Hoffman indicated staff wished to present the Committee with two designs for feedback on using one or both.

Member Kugler thought the boat design was very modern, giving little impression of a sailboat and did not keep with a nautical or beach theme. He wished to see a 3-D version of the scalloped shell design for clarity. He preferred using one design only.

Town Manager Hoffman stated the designers could be asked to angle the top of the design to further resemble that of a sailboat if the Committee so desired.

Chairperson Novak thought the scalloped shell could be impressive if the tile work indicated in the backup was incorporated in the design.

Town Manager Hoffman guessed the shell design might be more costly due to its having more detail.

Member Wetherington felt the illustration of the shell design had an old, dated look going back to the 50s; she liked the idea of the modern interpretation of the sailboat design. It was a design that could be repeated with variations throughout the Town, as some of the Town's lighting already had a boating theme; the boat design could be enhanced to look more like a sail, as it presently looked like a horn. She supported moving in the direction of the sailboat with improvements to the design of the sail.

Town Manager Hoffman wondered if a sail design that was more literal was preferable.

Member Wetherington liked the boat's modern feel, but the shape of the sail needed to look more like a sail that could not be mistaken for something else.

There was a Committee discussion on how to enhance the sailboat design to make it look more identifiable.

Member Panitsas questioned if the seating would be concrete, stating he did not feel strongly about one design over the other, though he did like the sailboat theme.

Member Booth asked it were possible to do a more modern interpretation of the shell design.

Town Manager Hoffman pointed out, as staff requested the shell design very recently, the illustration was put together hastily; she requested further feedback on how the Committee thought the shell design could be modernized.

Member Eckblad thought if the renderings were in color and more detailed, it would convey a better impression of the design and how to enhance them further if needed.

Chairperson Novak received a Committee consensus to improve/modernize both the sailboat and shell designs, providing detailed renderings before a selection was made.

Town Manager Hoffman indicated the time on the subject project was running out, inquiring if the MPSC was open to calling a quick meeting to make a decision on the subject item of discussion. She received a consensus to possibly meet on January 18.

## VII. OLD BUSINESS

Item #1: Update to Master Plan

a. Continued discussion with Town Manager Connie Hoffman

Town Manager Connie Hoffman resumed her review of the existing Master Plan, recommended amendments, etc. from the previous MPSC meeting in November. She pointed out much of what was left for review in the Plan dealt with setting up design guidelines in three areas, and she recommended the Committee not consider the matter until David Sucher's presentation. Staff was in the process of finalizing Elizabeth Plater-Zyberk visit, whom she hoped would speak to the Committee on smart codes and form base codes that had everything to do with design guidelines. She mentioned Mr. Sucher indicated to her he wished the focus of his talk to be on how the Town could take the liveliness and vitality existing on Commercial Blvd. east of A1A and create the same energy on Commercial Blvd. west of A1A. She moved onto the next topic, Public Amenities that focused on comfort, security and sustainability, as detailed in the backup material. The items in blue were already covered, and the items in black that the Committee agreed on would become green. She asked the Committee what else could be done to make El Prado Beach Park function more as a community gathering place.

Member Booth stated she canvassed a few members of the community about El Prado Park and found they seemed unaware of its existence; thus, an area the Town seemed to need to work on more for that area was better signage.

Co-Chairperson suggested adding some form of bandstand.

Town Manager Hoffman replied a bandstand was in the original Master Plan but failed to make it into El Prado Park.

Chairperson Novak said he wished to see a farmer's market on Saturday morning at El Prado Park similar to a previous event held by Commercial Blvd. The location was ideal for residents and tourists with parking across the street.

Town Manager Hoffman remarked staff would look into the possibility of a Saturday or a Sunday market event. She went on to inquire if the name El Prado Park was acceptable or should a change be considered.

There was a Committee discussion on retaining or changing the name of the site as El Prado Park.

Town Manager Hoffman recalled discussions at previous MPSC meetings on redeveloping the Town Hall site; there was mention of building a community hall for social gathering.

Member Evans supported the idea of a Town community hall geared more toward social gatherings.

Member Eckblad felt the Basin Drive Marina should be added as a public gathering place based on discussions at the previous MPSC meeting.

Town Manager Hoffman next discussed the improvement of streetscapes, noting this was something the Town had already begun.

Member Evans inquired if further improvements could be made along A1A, questioning if any buildings were planned for the empty lot. She felt south of A1A was a priority, as the area was not very picturesque.

Town Manager Hoffman answered, yes, Minto planned town homes for the site.

Chairperson Novak wondered if the Scenic Highway planned any improvements, as A1A was part of the Florida Scenic Highway.

Town Manager Hoffman was unsure of the existence of grants for such use at present, acknowledging the dollars would help those types of improvements get on the MPO's list for state funding, though they would take five or six years to come to fore.

Co-Chairperson Malkoon hoped to see the planting of more shade trees along A1A as was being done at present on the A1A north of Commercial Blvd.

Town Manager Hoffman said planting more shade trees along A1A was already in the recommendations. There was a Committee consensus on the bike lane item to remove the language that mentioned grade separated and replace it with color contrast. She then discussed the reduction of traffic impact, which she believed meant making A1A a more pedestrian-friendly street.

There was a Committee discussion on the possibility of a pedestrian bridge over A1A at the corner of Commercial Blvd. to enhance safety. The discussion moved to the possibility of eventually placing all utility lines underground, and there was a Committee consensus that this was an ideal vision. The Committee discussed whether specific mention of a 50s motif was relevant to the present vision for the Town's Master Plan.

Town Manager Hoffman went on to discuss the creation of multiple transportation modes, noting the Town was on the list of cities selected for the bike-sharing program.

There was a Committee discussion on multiple modes of transportation, including: a trolley, renting sailboats, charging stations to promote the use of electric-powered vehicles, installing more bike racks.

Town Manager Hoffman discussed how to treat residential neighborhoods and incorporate them into the revised Master Plan. She endeavored to capture some of the features discussed in the existing Plan, and the overall goal appeared to be the same for multifamily and single-family homes, as shown in the backup.

Member Booth remarked not feeling connected to the Town in Bel-Air, and this applied to Terra Mar, in that she did not feel integrated into the Town; she was unsure how to change that situation.

There was a Committee discussion on how to create a greater sense of interconnectedness between residential communities in the Town, including: the Pelican Hopper going through various areas, common design elements, branding to foster unity, signage at neighborhood entrances identifying them as part of Lauderdale-By-The-Sea, and using public art throughout the Town's neighborhoods as a unifier, using the same design elements but on a smaller scale. Other plans for residential neighborhood included improved storm drainage, street lighting, the possible use of solar-powered lighting; the list of suggested improvements should be prioritized.

Town Manager Hoffman indicated under the smart code concept, a set number of themes were established from which neighborhoods could select what they wished displayed in their area. Thus, the Town could offer neighborhoods a choice of approved styles from which to select a design element to display in their community. She mentioned having the Town's residential neighborhoods identify a primary entryway could prove challenging for some, as they did not all connect to a primary street; for those connecting, identifying the primary entrance could lead to increased through traffic. She suggested identifying those streets where through traffic was a problem, such as Seagrape Drive. Ms. Hoffman went over the topics on which the Committee reached a consensus at the previous meeting, as illustrated in the backup. She received a consensus from the Committee to have a signature entry feature at the site of the Chamber of Commerce.

There was a Committee review/discussion about El Mar Drive and prior consensus reached regarding sidewalks, a multipurpose lane, the need for a bicycle lane, considering functionality, safety, traffic, coloration for differentiation, etc.

Town Manager Hoffman observed there was disagreement among the Committee as to what a consensus was reached on and recommended getting feedback from individual Committee members to determine their position.

Chairperson Novak understood the multipurpose lane was for use by bicycles, pedestrians and cars, and Member Booth and Co-Chairperson Malkoon concurred.

Member Eckblad thought there was to be two lanes in either direction for vehicular traffic with the inside lane being textured in some way to give a different appearance; the bike lanes would be on the outside.

Member Kugler said he was comfortable with the multipurpose lane being adjacent to the median, but he was clear there would be two vehicular lanes, with one being designated as multipurpose with a different colored pavement to distinguish it.

Member Rogers remembered the multipurpose lane being designated for pedestrians and cyclists, unless there was a special event, in which case vehicular traffic would be allowed to park in the lane next to the median. He recalled the problem arose when the Committee was discussing making El Mar Drive a one-way street in each direction or one lane in each direction, as this would take parking away from events. It made no sense to have pedestrian and vehicular access in the same traffic lane.

Member Panitsas agreed with Member Rogers as to what he recalled.

Member Wetherington concurred, recalling the Committee discussed not liking the existing situation; the inner multipurpose lane could be used to reroute traffic. There was also talk of doing a traffic study to determine the volume of traffic if there were two lanes; also discussed was the safety factor for the activity lane, and the multipurpose lane would be used primarily for pedestrian and bicycle traffic.

Member Kugler believed there were two meetings; in the first, the recall of Members Rogers, Panitsas and Wetherington was accurate. In the second there had been a majority Committee vote to have two lanes, one being multipurpose as he stated above, and the minutes would speak for themselves.

Member Evans thought Member Kugler's recall accurate.

Member Kugler felt, as there was a full complement of Committee members, the issue should be revisited and a new vote cast. He proposed two lanes each way for vehicular traffic, one of which would also serve as a multipurpose lane, accommodating cyclists and pedestrians.

Member Evans said she preferred to go back to the minutes of the two previous meetings to see what the Committee voted.

Co-Chairperson Malkoon made a motion to table the matter to the next MPSC meeting and have the Committee review the relevant meetings at which there was a Committee vote on the subject of discussion; seconded Member Evans. There was a unanimous vote of 8 to 1 in favor of tabling the matter.

Town Manager Hoffman directed the Committee's attention to the items in the backup that were marked with question marks that were still open for decision; the Committee could clarify and make a decision on them at the next meeting. The next area of discussion was how to maintain vistas to the ocean on El Mar Drive; this could be done if the Town ensured there were areas in which one could see straight to the ocean as property was developed.

Member Kugler felt this was a code issue, by which the Town could enforce setbacks, footprint restrictions in development, etc.

Town Manager Hoffman indicated this was a goal the MPSC could set and staff would determine how best to achieve that goal. She moved the discussion to Basin Drive, as set forth in the backup material, beginning with the redevelopment of the Basin Drive marina area and possibly developing it as a retail destination.

There was a Committee consensus to explore redeveloping the Basin Drive marina as a retail destination, including the acquisition of land by the Town for this purpose.

Member Kugler suggested the Committee include in the Master Plan for staff to explore the possibility of making Basin Drive a one way to give more space from the street to the water's edge.

Town Manager Hoffman received a consensus to remove the language recommending a "street side promenade", and include language on open access to the Silver Shores Waterway by acquiring land in the area if available for sale at a reasonable price. She received a Committee consensus of support for Edmund's Point along the rear façade of the buildings. The next matter of discussion was the Committee's earlier consensus to redevelop the Town Hall complex to more effectively utilize the site and create a more architecturally striking building. She acknowledged the Committee wished parking incorporated in an aesthetically pleasing way. The open-air amphitheater to hold large-scale events was discussed; it would be located between Town Hall and the beach, and the amphitheater was called for in the existing Master Plan but was never designed by Minto when they designed the park.

There was a Committee discussion on the amphitheater, the major points being: better utilization of the site; replacing the term "large-scale" with "public" events for better appeal; placing no obstruction of a clear view to the beach; rather than an amphitheater, a portable stage could be brought in, etc.

Town Manager Hoffman remarked on the issue of capitalizing on the Town's seaside waterfront location, receiving a consensus from the Committee on their preference for the Town being described as having a Florida seaside or beach village character. On the issue of economic development, she noted her inclusion of an editorial comment, as the Committee and staff were still in the process of formulating a strategy, and there was need for further discussions. Regarding the matter of the beach promenade, as the vote was close (5 to 4 against it,) her summary of the Committee's discussion was displayed in the backup, mainly for the benefit of the Town Commission if they wished to review the Committee's discussion and decisions. She would present the document to the Town Commission for review and discussion at their first roundtable in January 2011, and then incorporate the Commission's feedback; the document would then be taken to the public. The presentation to the public would probably take place in February or March, and the meeting would be advertised in various media with multiple sessions being held if needed. She asked the Committee for their input on possibly presenting the document at a condominium association meeting, though she was wary of not creating the impression the Town was catering to a particular condominium. She hoped to take the major concepts of the Master Plan and present them to the public for feedback and input. The challenge was to find a way to get as many members of the public involved and prevent the sessions being dominated by the same persons.

Member Evans wondered if there was a way to reach out to residential associations and have them disseminate the meeting dates among residents and invite them to attend. Committee members could select a number of residential associations to speak with.

Town Manager Hoffman thought this a good recommendation, as she wanted the public meetings to be very interactive to motivate residents to take ownership of the Master Plan.

Member Wetherington was more inclined to build consensus as a group and not split up and individually seek out residential associations; it would be better to hold the meetings at Town Hall and have more than one meeting if necessary.

Town Manager Hoffman commended the Committee for all the work and what it accomplished at the present meeting.

**VIII. ADJOURNMENT**

The meeting was adjourned at 9:04 p.m.

\_\_\_\_\_ Date: \_\_\_\_\_  
Paul Novak, Chairman