

JANUARY 2004 LBTS MASTER PLAN

RECOMMENDATIONS W MPSC UPDATES AS OF

NOV. 2010

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. **Actions have been taken that are contrary to the items in red.** (All subject to further input from the MPSC.) **Items typed in green reflect items the MPSC in 2010 has affirmed, or recommends adding or modifying as indicated. Added items are underlined.**

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**
 - Create a grand pedestrian promenade (14' in width) from Intracoastal to Beach
 - Secondary pedestrian promenade along the building facades on Commercial Blvd
 - Defined bike lanes, grade-separated from the roadway with a curb & in contrasting color
 - **Bike lanes from Intracoastal to A1A, but not grade-separated or in contrasting color**
 - Pedestrian & streetscape amenities (improved landscaping, crosswalks, widened sidewalks)
 - **Paver crosswalks at El Mar, Seagrape & A1A intersections with Commercial were in place before the Master Plan**
 - Supplement existing royal palms with additional trees to create a ceremonial arcade
 - Plant shade trees along store fronts and in parking areas
 - Benches clustered and clusters 50' apart
- **Commercial Boulevard shall be the Town's retail and service destination for residents, visitors and regional consumers.**
 - Close Commercial to traffic from A1A to beach,
 - enhance the retail & dining establishments
 - signature feature (~~recommend a fountain~~)

- **additional seating areas installed**
- Improved public amenities
- **Build a Beach Pavilion**
- Chamber of Commerce Location
 - Signature feature (fountain) in green space in front of Chamber of Commerce
(Chamber has requested that we remove the current fountain)
 - Expand the visitor center
 - **Realigned roadway to correct awkward road closing at Bougainvillea & A1A**
- **El Mar Drive streetscape to be improved for non-vehicular uses**
 - Streetscape that caters to bicyclists, pedestrians and beach users rather than to cars
 - **Ocampo design for south El Mar does that**
 - Decrease amount of back out parking
 - Add street furniture, landscaping including shade trees and other amenities for pedestrians. Benches every 40 feet on east side and 80 feet on west side.
 - ~~One~~ Two travel lanes in each direction; other lane for service. Service lane to be used by bicyclists, pedestrians, skaters—outside lane to also serve bicyclists
 - Maintain vistas to the ocean
 - Widen sidewalks
 - Reduce lane width to 10'
 - Center, landscaped median
 - Improve the aesthetics of the alleyways for pedestrian use and the pedestrian interface at the intersection of Commercial Blvd and A1A
 - defined pedestrian strip
 - **alleyway widened and sidewalk added on alley north of Oriana; closed to regular traffic & landscaping added near beach end**
 - banners
 - lighting
 - bury utility poles & wires
 - street furniture
- **Redevelopment of 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 land there.
 - Open access to the Silver Shores Waterway for the development of a Waterway Promenade and transient boat dockage . Try to open up views of the marina and waterway.

- Bring people to the area through redevelopment
- Rear facades of buildings fronting Commercial Boulevard should be enhanced with pedestrian scale features such as awnings, porches, attached lighting and signage
- Small, portable retail kiosks.

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**
 - an open courtyard in center to preserve/expand the vista to the sea from Municipal Park
 - Build an observation tower to emphasize the significance of the site
- Create a community center and a senior recreational facility on site
- **Make it the Town's secondary waterfront destination**
- **Open air amphitheatre where concerts, plays, large scale public events are held**
 - **Fourth of July events and Taste of the Sea each held there once**
- Restrooms
- Small concession stands
- **Integrated furniture & site amenities**

3. A1A NODE (MPSC RECOMMENDS ADDING A1A AS A FOCUS NODE)

- Create signature arrival gateways at northern & southern entryways to Town
 - Entryways done, but not in the grand manner envisioned in the Master Plan
- 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
 - Clearly-defined bicycle lane on A1A, grade-separated & paved in color contrasting with the sidewalk.
 - A1A streetscape should reflect 1950s design motif (i.e. benches that are designed to look like 1950s car seats)
- **Two travel lanes on A1A with a shared turning lane**

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 others have suggested large public art pieces or something that reflects a maritime character.)

2. **Create signature arrival gateways at northern, southern & eastern entryways to Town.**
 - 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. Suggestions were Town logo, pineapples, pelicans, arches that span the roadway.)
 - Less dramatic entryways on north & south A1A, but more substantial than what has been done to date and consistent in theme to the signature gateway on Commercial Boulevard.
 - Landscaped center median
 - Specialty pavement features
 - “bold and colorful landscaping”
 - Signature lighting
 - Low horizontal walls with Town name & logo

3. **Capitalize on seaside/waterfront location, history & resources**
 - ~~Maritime~~ Emphasize 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.
 - Diver access ~~(possibly via the Pier)~~ signage & information about the reef, not just at the pier area but up and down the beach.
 - Get 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 Intracoastal Waterway, near Commercial and/or at Basin Drive.

- Consistent light standards, street furniture of 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 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, class, mid-range. 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 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 (rental of dive equipment, snorkeling equipment, glass bottom kayaks to access the reefs)**
7. **Incorporate & promote 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~~
 - **Expanded and improved El Prado parking lot**
 - **Acquired/developed A1A (a.k.a. Bougainville) parking lot**

9. **Keep the hospitality industry focus on El Mar Drive 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 as Commercial Zone that excludes potential for residential development without a permit OR Amend existing EL Mar zoning to limit uses, add design standards that control type and style of development OR Add provisions for flexibility in development and incentives (assumed to mean hotel/motel development) regarding parking, setbacks, lot coverage, etc.
 - I. **Repealed the Hospitality/Beach Village Overlay district**
 - II. **Minto's Villas by the Sea and the Oriana development both replaced hotels with residential structures. (Over 250 hotel rooms replaced.)**
 - 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~~

D. PROTECT/ENJOY ENVIRONMENTAL TREASURES

1. **Ensure accessibility to the beach; public accessibility provided at 9 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~~
6. ~~Develop a beach promenade from the Town's southern boundary to the northern boundary.~~ (MPSC discussed how this might be done: Perhaps from the Pavilion to El Prado Park so that people can make their way to the park at El Prado? A promenade that connects the portals? Must be constructed in a manner that is sensitive to the eco system, the adjacent property owners. A simple boardwalk to facilitate walking, without walking in the sand. Some members were for a wooden boardwalk but the Committee voted 5-4 vote against it. Concerns about maintenance, privacy, riparian rights, and potential loss of the boardwalk in a hurricane were expressed.)
7. **Dune restoration, shoreline preservation.**
8. **Protect safety of sea turtle habitats by modifying lighting, delayed beach raking during turtle season.**
9. **Put interpretive stations along the beach referencing diving, reefs.**
10. **Created Washingtonia Park**

