

Town of Lauderdale-by-the-Sea

OFFICE OF THE TOWN MANAGER

Memorandum

Date: November 8, 2010

To: Master Plan Steering Committee

From: Connie Hoffmann, Town Manager

Subject: November Discussion of the 2004 Master Plan

At your October meeting, we got through the major Master Plan concepts under the heading of Three Primary Focus Nodes. In the attached document, I reflected the changes you suggested in the Master Plan at your October meeting and show the items you reached consensus on in green type.

I also included the next three categories of issues for discussion – Community Identity, Economic Development/Revitalization, and Enjoying/Protecting Natural Resources. The approach we used at October's meeting of focusing the discussion on the higher level recommendations of the 2004 Master Plan seemed to work well, and I suggest we follow that same approach at November's meeting. That would mean we would be talking about the numbered items under the three discussion topics.

I look forward to our discussion next week.

JANUARY 2004 LBTS MASTER PLAN

RECOMMENDATIONS W MPSC UPDATES

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 have been agreed to by the MPSC in 2010.**

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 to 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

- **Pavilion**
 - 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 car lane in each direction; other lane for service
 - Maintain vistas to the ocean
 - Widen sidewalks
 - Reduce lane width to 10'
 - Center, landscaped median
 - Service lane to be used by bicyclists, pedestrians, skaters
- **Improve the aesthetics of the alleyways for pedestrian use and the pedestrian interface at the intersection of Commercial Blvd and A1A (MPSC RECOMMENDS THE WORDING REVISIONS NOTED)**
 - 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

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**
 - **Design does not reflect some of the recommended design features (i.e. many fewer benches,.....)**
 - 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**
 - **Entryways done, but not in the grand manner envisioned in the Master Plan**
 - Landscaped center median
 - Specialty pavement features
 - “bold and colorful landscaping”
 - Signature lighting
 - Low horizontal walls with Town name & logo
 - Signature trademark feature

- 3. Capitalize on seaside/waterfront location, history & resources**
 - Maritime character in design of street furniture and amenities
 - Create a secondary waterfront destination by creating a pedestrian waterway promenade along Basin Dr
 - Develop transient boat dockage at Basin Drive
 - Develop a Barrier Island Interpretive Center – a signature development with an educational purpose
 - Diver access area (possibly via the Pier)
 - Establish an underwater 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
- Light standards of maritime style along El Mar and Commercial east of A1A
- Street furniture with a maritime theme

C. ECONOMIC DEVELOPMENT/REVITALIZATION

1. Be a high-end destination for tourists & visitors from other tri-county locations
2. Offer more quality retail and service companies
3. Develop Basin Drive as a secondary waterfront retail destination.
4. 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)
5. Capitalize on the closest Coral Reef to the shore in the U.S. in promoting the Town. (Chamber does.)
6. Incorporate & promote unique characteristics that define the community in advertising.
7. 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/improved El Prado parking lot
 - Acquired/developed A1A (a.k.a. Bougainville) parking lot
8. Keep 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.
 1. Repealed the Hospitality/Beach Village Overlay district
 2. 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

~~Establish 4 story height limits on A1A~~

~~Establish 5 story height limits on Commercial Boulevard east of Bougainvillea~~

PROTECT/ENJOY ENVIRONMENTAL TREASURES

1. **Ensure accessibility to the beach; public accessibility provided at 9 streets**
2. **Preserve & create additional vistas to the waterfront**
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**

~~Develop a beach promenade from the Town's southern boundary to the northern boundary~~

6. **Dune restoration, shoreline preservation**
7. **Protect safety of sea turtle habitats by modifying lighting, delayed beach raking during turtle season**
8. **Put interpretive stations along the beach**
9. **Created Washingtonia Park**