

## LAUDERDALE-BY-THE-SEA MASTER PLAN 2010

Following is a brief overview of my vision of a master plan and the elements that we should focus on. In reviewing the 2004 Master Plan that was approved by the Commission, certain aspects jumped out at me as important elements that deserve our focus.

### Objectives:

1. Create land use regulations that promote the desired character of the Town and **guarantee the preservation and maintenance of existing unique attributes.**
2. Capitalize on the **unique** scenic, natural and cultural attributes of the Town as resources to promote an effort to attract tourists.
3. Enhance natural area, visually and physically, for optimal public use and enjoyment.

### Design Principles:

1. Maintain the scale of existing buildings and structures. Accept the current Charter height limits as part of the plan and move on.
2. Promote beneficial economic development strategies for existing and **potential** businesses.
3. Capitalize on the beachfront location.
4. Capitalize on the Barrier Island/Intracoastal waterfront location.
5. Preserve the coral reef and capitalize on this important asset.
6. Establish locations in Town that provide the opportunity for community gatherings and events.

### Conceptual Plan:

The elements of this plan that I believe deserve top priority are the ideas relating primarily to the commercial areas. My vision for the Town's business district is a more upscale destination on the order of Las Olas, Delray Beach, Vero Beach, to mention a few; a destination that will be frequented by local South Florida residents as well as tourists. I believe that this can be made a reality with some wise investments, a change in the classification of one zoning area, and the implementation of a **Hospitality**/entertainment district in the Commercial Blvd./ El Mar Drive area.

1. Implement the El Mar Drive project that has already been recommended by the MPSC.
2. Develop the Basin Drive marina area as an attraction in itself as well as a destination for water taxis to bring customers to our businesses.
3. Close Commercial Blvd east of A1A to traffic, making a pedestrian mall, leaving El Mar Drive open to traffic. Construct a pedestrian promenade along the beach connecting the Pavilion at Commercial Blvd. to the El Prado Park.
4. Carefully study the need for public parking and develop a strategy to acquire appropriate properties for this purpose.

5. Re-zone Block 30, bounded by Datura, A1A, Bougainvilla, and the Chamber of Commerce building at the south end from residential to residential **or** business. This might encourage someone to develop the site into a multi-level mini-mall on the order of Beach Place in Ft. Lauderdale (smaller scale, of course), with much needed ground floor parking and shops, professional offices, restaurants, etc. on the upper floor/s.

Conclusion:

While I do believe that we should also plan to re-develop the property occupied by Town Hall and adjacent buildings, we should concentrate on the business district at this time to increase and maximize revenues to the Town. A strong and prosperous business district will help fund improvements to the assets of the Town. As I've said before, now is the time to make any necessary real property acquisitions and make investment decisions while interest rates are low.