

# Town of Lauderdale-by-the-Sea

## OFFICE OF THE TOWN MANAGER

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### Memorandum

**Date:** October 15, 2010  
**To:** Master Plan Steering Committee  
**From:** Connie Hoffmann, Town Manager   
**Subject:** 2004 Master Plan

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I keep hearing in my discussions with Commissioners and residents that there is a strong desire to see significant progress and focus on implementation of the 2004 Master Plan. In educating myself about that plan, I've been told that much of the plan was not implemented because of a disagreement with some components, and because there was not the staff or political leadership to drive implementation. It is an impressive plan and I suspect that its scope was so large, and the expense to implement it seemed so daunting, that it stalled.

I would like to have a spot on your agenda for the next several meetings to receive your input on the major features/recommendations on the 2004 Master Plan. Attached you will find a summary I prepared (probably in more detail than necessary for these discussions) of the recommendations of the 2004 Master Plan. I have used a strike-out format to show those recommendations that have been rejected by the Town Commission, noted in blue those items that I am aware have been implemented in all or in part, and noted in red actions that have been taken that conflict with the Master Plan. I am certain the MPSC can advise me of other items that have been rejected or implemented of which I simply am not aware.

My intent is to get your input both to update this list and to understand which items you think should not be pursued or which should be modified significantly. We do not need to talk about all of the implementation details on the list as we go through it. I think it would be more productive to focus on the major points at this stage, but I provided the detail so that we all had a clear understanding of what the consultant meant when they made fairly broad statements. I'd suggest we defer discussion of the implementation detail until after we've addressed the broad recommendations, so that we don't get bogged down in our discussion.

I look forward to our discussions in these next several meetings and hope that you, too, feel such discussions can be instrumental in helping us move the plan forward.