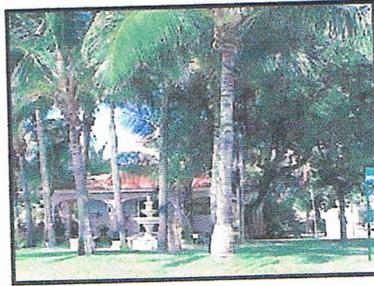
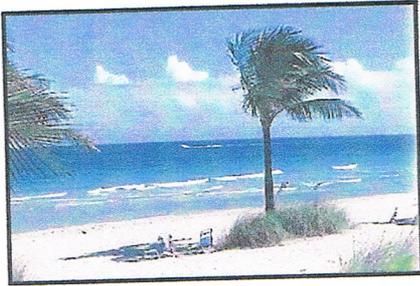


Town of Lauderdale-By-The-Sea



TOWN OF LAUDERDALE-BY-THE-SEA
www.lauderdalebythesea-fl.gov

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Town of Lauderdale-By-The-Sea History



The Town of Lauderdale-By-The-Sea is approximately 8.5 square miles in area and is located on Florida's "Gold Coast" in Broward County, FL. It is situated between the Atlantic Ocean on the east and Intracoastal Waterway on the west. It is bordered on the south by the City of Fort Lauderdale and on the north by the

City of Pompano Beach. The entire Town is located on a barrier island that is 7-feet above sea level. Lauderdale-By-The-Sea is 30 miles north of Miami and 33 miles south of Palm Beach.

The Town of Lauderdale-By-The-Sea traces its proud municipal roots to the early 1920s. In February 1924, developer William F. Morang purchased and platted the property of Lauderdale-By-The-Sea from Henry S. Moody and John C. Gregory. Several years later, Melvin I. Anglin, a successful building contractor and real estate investor from Gary, Ind., bought the land platted by Morang with the intention of starting a new town. Anglin later served as the Town's first Mayor.

Lauderdale-By-The-Sea was first incorporated on Nov. 30, 1927, but its charter was revoked by the state in 1933. Fourteen years later, the Town reincorporated on Nov. 30, 1947 with the help of Charter Committee Chairman Glenn Friedt Sr. Lauderdale-By-The-Sea celebrated its 50th anniversary in 1997.

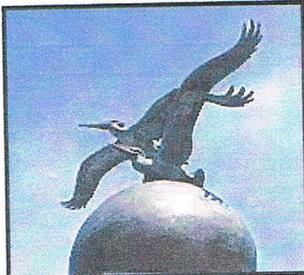
While numerous other coastal cities in Florida allowed the development of huge condominium complexes on the beach, Lauderdale-By-The-Sea strived to maintain its small charm and ocean views by limiting building heights, which it still does to this day.

The Town's most-valued natural resource is a thriving coral reef teeming with colorful marine life within 100 yards of the beach, which earned Lauderdale-By-The-Sea official recognition from the Broward County Commission as the "Shore Dive Capital of South Florida."

The Town is also the final resting place for the underwater remains of the SS Copenhagen, an 18th century cargo steamer that struck a reef in 1900. The Florida Division of Historical Resources in June 1994 designated the shipwreck as an official underwater archaeological preserve --one of only 10 in the entire state.



Pelican Square, located by the ocean's edge, is the center of our resort community featuring pleasant sitting areas under the palms near a dramatic sculpture of pelicans in flight. Within walking distance you will find charming boutiques, quaint shops, restaurants, realtors plus a variety of services and accommodations for every budget. Strolling through Pelican Square is a restful delight that makes our town unique.



Of special note is the fact that the entire town has recently undergone an extensive refurbishment project, complete with new oversized brick sidewalks and crosswalks, antique-style street lamps, lush tropical landscaping and strategically placed sitting areas from where you can take it all in while enjoying the wonderful year-round weather.

Transportation

—Lauderdale-By-The-Sea, located in a major metropolitan area, is traversed north to south by two-lane State Road A1A. The only eastern road into Town is Commercial Boulevard. The Town operates the Pelican Hopper, a local bus. Broward County also provides regional bus service. Greyhound Bus Lines has a facility in Fort Lauderdale.

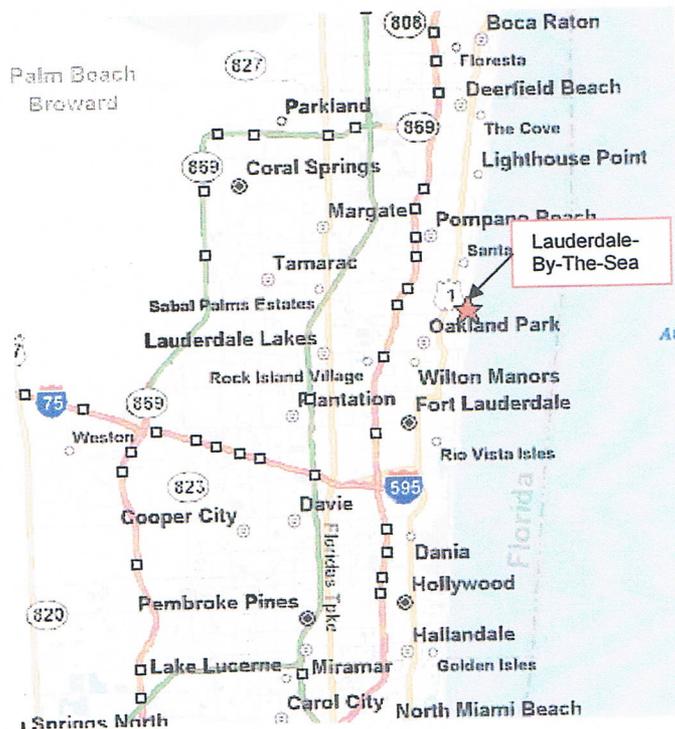
—The closest major airport is Fort Lauderdale-Hollywood International Airport. Fort Lauderdale Executive Airport, which serves small jets and single-engine planes, is just a few short miles from Town on Commercial Boulevard. South Florida's other major airports include Palm Beach International in West Palm Beach and Miami International.

—The Town is situated several miles north of Port Everglades, the second busiest cruise port in the nation. The Port of Miami is first. The Intracoastal Waterway, the Town's western border, provides ocean access to recreational boaters via Port Everglades and the Hillsboro Inlet in Pompano Beach, the city's northern neighbor.



City Demographics and Form of Government

The Town of Lauderdale-By-The-Sea has 6,300 permanent, full-time residents. Its peak seasonal population during the winter months is approximately 11,350 residents. Primarily a residential community, Lauderdale-By-The-Sea has the following major industries within its municipal borders: retail/trade, tourism/hospitality, finance and real estate.



The Town of Lauderdale-By-The-Sea operates under a Commission-Manager form of government and is governed by a five-member Town Commission elected by the voters. Four Commissioners are elected on a non-partisan basis and serve staggered, four-year terms. Elections are held in March every two years. The Town's Mayor is elected separately by the Town's voters and also serves a four-year Commission term.



Project Introduction

Lauderdale-By-The-Sea projects itself as a classic “Americana” beachfront town. Despite being developed without a master plan, and somewhat sporadically for three quarters of a century, a hierarchal structure emanates. Both the scale and layout of the town speak to more traditional methods of urbanism. Though automobiles dominate, walking is quite prevalent. Though tourists are everywhere, residents assure a strong sense of community. Lauderdale-By-The-Sea may not have the aesthetics of a new urban resort town, but it does have a similar underlying spatial layout. Lauderdale-By-The-Sea is a town cast from time-honored ideals. It has great substance and great bones.

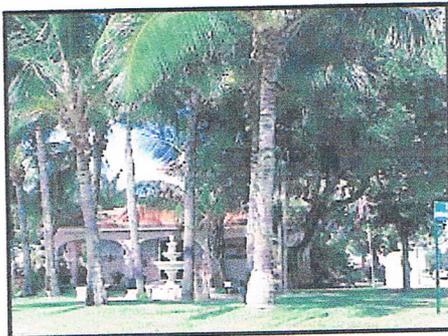
In January 2004, Peter J. Smith and Company presented to the Town of Lauderdale-By-The-Sea a Master Plan titled, “Preserving the Best of Times.” During the previous five years the town had undertaken a number of individual planning and design initiatives. The 2004 Master Plan expands upon and incorporates these planning initiatives. It provides the framework and vision from which future development strategies will emanate. The town has adopted the Master Plan. As such, it provides a cohesive backdrop or reference point for the Design Institute when developing recommendations.

Issues Related to Redevelopment in the Study Area

Education and Change

Lauderdale-By-The-Sea still provides the unique experience of being a seaside village, an anomaly in South Florida. Although uniqueness is a tremendous quality, it sometimes serves as a precursor to extinction. Beachfront towns, which are highly dependent on the tourism/hospitality industry, must occasionally update or reinvent. This ritual is not an infringement on the identity of the town, but rather a means of embracing and celebrating its most unique characteristics. It is the process by which tourist-driven economies ensure their sustainability.

As is the case with all great towns, the residents of Lauderdale-By-The-Sea will fight to maintain its sense of place. They realize that they are a part of something special and are leery of change. Town officials understand this and feel that remembrance should be part of the process of enhancement and evolution. In the 2004 Master Plan they declare as their intended goal, “Local, regional, and national recognition as the prettiest town in America.” They believe that for this to occur, citizens will have to accept some change.



Educating all parties involved in or affected by a design decision is always important. This process will be instrumental to the outcome of two issues that the town is currently debating: (1) expanding the existing Commercial District, and (2) increasing its current building height limit. To alleviate fears and prevent misinformation, town officials must wage a strong, fact-based educational campaign. These are significant issues involving numerous stakeholders. Unfortunately, much of South Florida’s sprawling development conveys a negative message and thus

residents do not have a strong reference base for understanding what constitutes good design. They need to see (through pictures, drawings, field trips, etc) how concepts such as sustainable, neotraditional, compact, mixed-use, and pedestrian-friendly actually apply to development. When they do, they will realize that elements of each characteristic already pervade the Town, contributing greatly to its' charm and appeal. Such a process will help the community understand how quality design can further enhance the town's unique "sense of place."

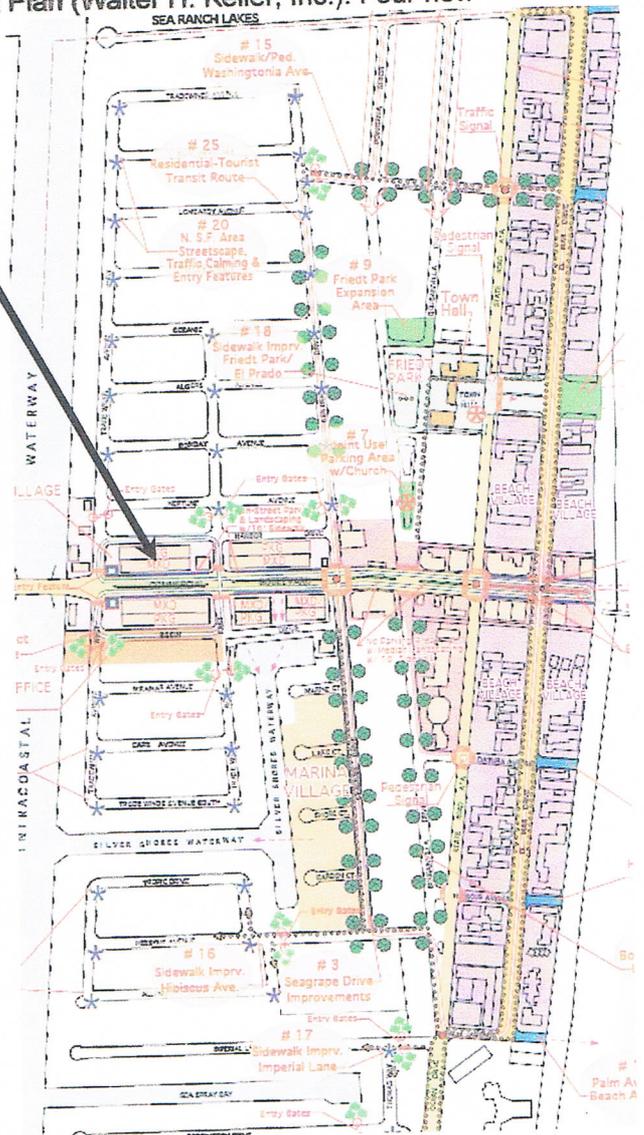
Description of the Study Area

Downtown Lauderdale-By-The-Sea maintains a bustling street life. Residents affectionately refer to this area as the "T". The nickname references a T-shaped corridor extending east-west along Commercial Boulevard from the Intracoastal Waterway to the Atlantic Ocean and north-south along both State Road A1A and El Mar Drive from Datura Avenue to El Prado. Officials have worked hard to secure pedestrian comforts among the high volume automobile traffic in the area. In 1998 the town initiated a Redevelopment Plan (Walter H. Keller, Inc.). Four new Zoning Districts resulted. Three of these districts form the base, upper stem and top of the "T" and are described below.

The Westernmost Section or 'Base' of the "T"

The westernmost section or base of the "T" is known as the Mediterranean Village District (LIGHT PINK ON MAP). The 14.3 acre area is bounded by Basin Drive, Harbor Drive, Seagrape Drive, and the Intracoastal Waterway. This name connotes more of a vision for the area than an actual description of it. Currently, dated strip malls with front loaded parking define the area (rising from four primary sites). The strip malls front Commercial Boulevard, with two on the north side and two on the south side. Random, disjointed buildings are interspersed among the four sites. The Mediterranean Village District's depth extends just one block in each direction (the depth of the strip malls).

The District transitions well with surrounding multi-family and single-family residential. Though quite cohesive, the District is aesthetically unattractive and unappealing. The scale and assembly does not fully discourage pedestrian activity, but does little to promote it. This corridor functions as a primary gateway into town. As such, officials would like to replace existing structures with either single-use or mixed-use buildings containing rear-loaded parking. Such change will promote a pedestrian friendly streetscape, improve circulation, provide opportunity for architectural definition, and pronounce an appropriate entrance statement.



The Upper Stem and Top of the “T”

The upper stem and top of the “T” envelop the Town’s Commercial District and Beach Village District (DARK PINK & PURPLE ON MAP previous page). The area is relatively geometric, skewing somewhat to the south and west to establish an additional portion of Commercial District. It is bounded by the north side of El Prado, State Road A1A, the alleyway that services Commercial Boulevard’s north side (no name), Seagrape Drive, the alleyway that services Commercial Boulevard’s south side (no name), Bougainvillea Drive, Datura Avenue, and the Atlantic Ocean (see map). Commercial Boulevard functions as the ‘stem’ of the “T”. State Road A1A and El Mar Drive establish a similar spine for the top of the “T” (the Beach Village District).

As with the Mediterranean Village District, which lies to the west, the Commercial District’s depth extends just one block to the north and south of Commercial Boulevard. However, this District also includes a southwestern portion. The southwestern portion extends south from the



alleyway that service Commercial Boulevard’s south side (no name) to Datura Avenue. It is just one block wide, encompassing the eastern side of Bougainvillea Drive and the western side of State Road A1A. This section is a source of current debate. The town is considering extending this section of the Commercial District to the east, into an area presently considered Beach Village District. If adopted, development fronting the eastern side of State Road A1A, and possibly the western edge of El Mar Drive, would come under Commercial District regulations. A moratorium has been placed on all development in the impacted area. The town is actively seeking advice. The Commercial District lacks any sense of uniformity. Despite tremendous potential, it does not fully establish itself as a

multidimensional town center. Tourism fuels much of the downtown’s activity. Much of this is sustained by the Beach Village District’s mom-and-pop motels, timeshares and apartments. The town has worked hard to preserve its resort village character. In building upon this identity, its goals for downtown are threefold: to maintain, improve, and expand upon the existing dynamic.

Impediments to Change: Lot Size, Height Limits, and Parking

A number of the town’s planning issues relate to lot size. The majority of downtown lots were platted in 1924, at widths of either 50 feet or 25 feet. This practice gave rise to small, mom-and-pop style motels and timeshares. Currently, much of Lauderdale-By-The-Sea’s downtown business emanates from its small motels and time shares. These businesses are located in the town’s Beach Village District (as defined by the 1999 Redevelopment Plan map), which is part of the study area for the Design Institute. Allowing for their demise would severely threaten both the town’s character and revenue stream. As such, the town would like to see its lodging industry maximize its potential.

This is a complex issue for the town. For many, ownership and operation of a motel/timeshare simply provides a means for living year-round on a beach. However, mortgages are high and profit margins are low, making it difficult to finance improvements. There are also problems associated with turning a profit on such small lots. Such difficulties deter large chains and deep-pocketed investors. Typically, the solution would involve acquiring more land or increasing the height of a proposed building. The former is difficult to amass, while the latter is limited by Town code. As noted above, the Town is considering an increase to the height limit in the Commercial District. This change would allow proposed structures to add a fifth floor and dramatically increase potential floor space.



The four story height limit is part of the Town's charter. A referendum is required to enact change. Currently, town officials feel that this provision restricts many development opportunities. However, they also recognize the complexities of the issue and the need to study it further.

Parking also further limits design opportunity. Even ideal lodging proposals (four stories, aesthetically superior, promising positive room revenue) are likely to be halted because they cannot meet minimum on-site parking requirements. Older apartment buildings and lodging facilities utilize "back out" parking, which is prohibited on new projects. Parallel on-street parking spaces are often occupied and metered surface lots are full. Privately owned properties with too few on-site parking spaces can purchase hardship permits from the Town (cost \$70.00). With these, tenants, owners and guests gain access to nearby Town-owned parking spaces. In season, the existing parking stock is either full or accounted for. The Town has no alternative but to institute more stringent on-site requirements.

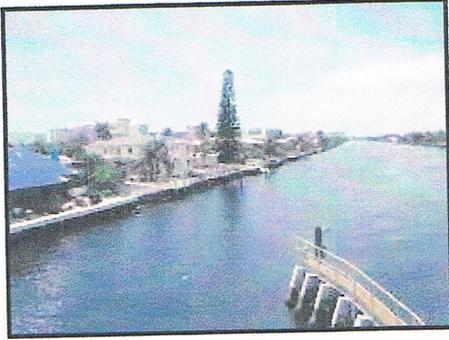
Though not required, "three over one" construction is encouraged by the Town. Such a plan requires that 50 percent or more of a building's first floor be devoted to parking, and that the floor be entirely uninhabitable. This policy is welcomed in both the Beach Village District and the Marina District. Projects meeting "three over one" guidelines are eligible for side setback relaxation and additional height. Parking is addressed in more detail, below.



Lot size, height limits, and parking have hampered growth and diminished the opportunities for change within the Beach Village District. The town must establish an appropriate means of addressing the needs of its defining industry. Whether this involves changes to the code and charter or simply working creatively with current assets, real actions need to occur. A commitment to more sustainable forms of development is required (compatible and complimentary to tourism). Aesthetically pleasing infill (townhouses, condominiums) and new commercial (shops, restaurants) would be ideal.

Downtown Sustainability

Officials would like the town's Commercial District to become a place to be, an exciting environment where people experience a unique, pedestrian friendly downtown which caters to their needs. Though the town enjoys a reputation as a destination and an attractive place to live,



it must also enhance the market value of its business district. The Town hopes to attract quality independent retailers to both Commercial Boulevard and State Road A1A.

The potential for redevelopment –utilizing new, aesthetically pleasing, mixed use buildings- is uncertain. Retirement and tourism primarily provide jobs offering low wages and little new capital investment. The town must either establish a workforce that includes higher paying professional positions (which is less likely) or maximize

the potential of its “destination” business operations. They must spur investment in redevelopment. As such, Lauderdale-By-The-Sea must reevaluate its inventory of sites and identify the opportunities that exist for redevelopment at highest and best adaptive reuse of scarce real estate.

The town is considering expanding the boundaries of the existing Commercial District. The area in question extends northward from Datura Avenue to the alleyway that services Commercial Boulevard’s south side (no name). One option involves extending the current Commercial District eastward to include lots fronting the eastern side of State Road A1A (presently in the Beach Village District). The second option seeks to extend this same portion of the Commercial District even farther to the east to include lots fronting the eastern side of State Road A1A and those that front the western side of El Mar Drive (presently in the Beach Village District). The third option involves leaving things as they are. Currently, the area is under a development moratorium. This will exist until the issue is resolved. The town is seeking advice about these three possibilities.

The town would like to redevelop the Mediterranean Village District’s strip mall frontage, along both the north side and south side of Commercial Boulevard. One option involves complete teardown of the existing structures. Rebuild might utilize new urban strategies. The second option involves “remaking” the existing strip malls. These one-story buildings would be pulled up to the street, over top of the existing front-loaded parking lot. Parking would be moved to the rear, with access provided by the existing alleyway. The town seeks advice about these two options.



Parking

Downtowns, whether large or small, traditional or modern, new urban or conventional, must address the issue of parking. Lauderdale-By-The-Sea’s skewed grid pattern (interrupted by waterways) promotes circulation and its scale is most conducive to classic pedestrian streetscapes. It is very walkable, even from a parked automobile. People generally expect to park within 50 feet of their destination. However, they may be unwilling to pay for the privilege. Often, there are numerous vacant spaces just blocks away, less than a quarter mile from one’s destination (a 5 minute walk). This scenario is common in Lauderdale-By-The-Sea. Officials had hoped to encourage visitors to use spaces in the strip malls along Commercial Boulevard and then walk to their destinations. Recognizing that walking is not always reasonable, they also instituted regular shuttle service (an extension of the highly utilized community shuttle). While

they are quick to point out a lack of marketing, they also acknowledge that ridership remains low. They feel it wise to seriously consider other alternatives.



The Town hopes that the Design Institute will consider solutions that best address three interrelated parking dilemmas. These include seasonal parking demands, hardship parking permits for older apartments and tourist facilities, and parking requirements that halt resort (re)development. Though each of these issues is separate, the need for more parking is fundamental to all.

Informally, the Town is considering a number of ideas. The simplest and least costly is to build a surface lot (\$1,500 per spot). The biggest challenge to doing so is the acquisition and assembly of multiple parcels of land in the right location. The return on such effort is relatively low in that the number of additional spaces would be minimal. Also, a surface lot diminishes rather than enhances the aesthetics of a community.

A more expensive (\$12,000 per spot) and complicated alternative is building a Town-owned parking garage. Again, siting is critical. Considerations are far more complicated. The town must decide whether or not the facility will be reachable to most destinations by foot, or require shuttle service. Sometimes the opportunity for parking tie-ins with public or private ventures presents itself (a museum or heritage site).

During season, there exists a parking shortage east of State Road A1A. The area in question includes the eastern edge of the Commercial District and the entire Beach Village District. Currently, there exists a metered surface lot at El Prado, fronting the public beach accessway. A limited amount of metered parking (angled) is located on Commercial Boulevard, providing immediate access to both the beach and area businesses. A surface lot sits adjacent to the entranceway for the pier. Currently, it is accessed from the Commercial Boulevard close. However, plans exist to move this accessway to the alleyway that services the southern side of Commercial Boulevard (east of Bougainvillea Drive).



The town has established a new metered surface lot on the western side of El Mar Drive, just north of the alleyway servicing the northern side of Commercial Boulevard (east of Bougainvillea Drive). It contains approximately 30 spaces intended to serve local businesses as well as visitors to the beach. There exists the potential to expand this lot westward to State Road A1A.

Officials wish to explore future surface lots or covered garages for the town. Proposed sites include an area just south of the alleyway that services Commercial Boulevard's southern side (extending from State Road A1A to El Mar Drive), and an area on the southwest corner of the intersection of Commercial Boulevard and State Road A1A.

Keeping an Eye on the Neighbors

To the south of Lauderdale-By-The-Sea, the barrier islands of Fort Lauderdale are in a state of major transition. Mom-and-pop motels are being purchased for land. Most often, townhomes or condos rise in their place. Older hotels and apartment buildings are being converted into deluxe condos. And, upscale boutique, condo-hotels continue to rise along the famed beachfront. All of these are high-end projects, with names like W, Trump, and St. Regis. This is the antithesis of what Lauderdale-By-The-Sea envisions for its beachfront. While they welcome high-end development, they are not seeking to displace the motels and timeshares that so define their downtown area. In fact, they would like to garner the vacationing families likely to be displaced or outpriced in Fort Lauderdale.



Residents and visitors find charm and character in the town's small time operations. The motels, timeshares, pier, fudge makers, ice cream vendors, and t-shirt shops provide a slice of Americana. Yet, Lauderdale-By-The-Sea also contributes a number of regional destination businesses. These include a Cordon Bleu cooking school, noted paper store, classic hardware and famed Italian sandwich shop. The town bleeds individuality. As such, officials are hoping to bring to life both an aesthetic identity and economic revival.

Issues for Design Institute Consideration

With a declining hospitality industry due to redevelopment of properties to townhouses and condominiums, how does the Town ensure the sustainability of its commercial area?

- What should the Commercial District look like physically?
- Aesthetically, what guidelines and policies (architecture, scale, and density) provide the best opportunity to thrive?
- Is mixed-use appropriate? If so:
 - Which areas are ideal for mixed-use development?
 - What combination of uses (commercial, retail, entertainment, residential) is best for these areas?
 - Is the current building height adequate?
 - Should the District's boundaries be expanded?
 - How do you integrate new commercial in a manner that relates to the adjoining Beach Village District?
 - How should redevelopment proceed?
 - What is the ideal sequence of implementation?
 - Should buildings be moved to Commercial Boulevard during redevelopment?



How does the Town resolve its parking issues?

During season it is very difficult to find parking to the east of State Road A1A. The Town has older apartment buildings and lodging facilities that do not meet current parking codes. These properties are allowed to purchase 'hardship' permits for around \$70.00 per year, allowing tenants, condo owners or guests to park near the property. Because of height restrictions, parking requirements, and small lots, it is very difficult to redevelop "resort" property and obtain adequate return on investment.

Examples for Future Reference

People are drawn to memorable places. A wonderful built environment not only excites, it inspires. Lauderdale-By-The-Sea views quality design as both a generator and effective manager of prosperous activity. As such, town officials are seeking guidance on issues related to the Commercial District and parking. The following examples might serve as reference. X

With regard to the issue of parking, where is often more significant than how much!

Charleston, South Carolina has been quite innovative in addressing its parking needs. The town was assembled using classic pedestrian qualities. Like Lauderdale-By-The-Sea, tourists and visitors are critical its local economy. Appearance takes precedence. Two typologies characterize most structured parking facilities in downtown. In the first, ground floor retail is used to ensure continuity of street activity. Sometimes, habitable space rises even higher, "wrapping" much of the structure. In the second, the garage's faux appearance is meant to fool the casual observer into thinking that the structure is actually a habitable building. Charleston uses various means of financing, ownership, and operation, including transfer of development rights (TDRs) and joint public/private efforts. The city provides a worthy model for reference.



Many new urban towns and projects provide sound examples for handling parking. Given their shared qualities, Lauderdale-By-The-Sea might choose to examine the new urban resort towns of the Florida Panhandle – Seaside, Watercolor, and Rosemary Beach. Mizner Park and City Place are relatively successful at concealing parking behind buildings. Abacoa also has a variety of examples.

With regard to the Commercial District, the Town would again be wise to look to examples of old "classic" urbanism, and new urbanism.

Charleston and Savannah use architectural review boards to regulate design. Many new urban communities implement strict codes. The common thread is superior urbanism. These communities create places that demonstrate the notion that not every building, especially private buildings, need declare itself to be a piece of art. In establishing an architectural syntax, the town might draw upon precedent or create from scratch (visual preference survey©).



Design Institute Recommendations

Please note that the following information is the result of the free flowing conversation and dialogue between the design experts and public officials present at the Design Institute on April 15, 2005. This report is not meant to serve as notes or minutes but as a summary of the ideas, suggestions and recommendations resulting from the session. It supplements the diagrams, drawings and checklists provided to the officials during the Design Institute session.

Lauderdale-By-The-Sea Downtown District: Opening Presentation



LBTS Commissioner Chuck Clark & Stuart Mayor Mike Mortell

Chuck Clark, Lauderdale-By-The-Sea Commissioner, made the first presentation. He commented that the town is “twenty years behind the times.” The push for redevelopment is coming from market forces, and the town is not prepared. The town is reacting and playing catch up. Using a series of Power Point slides, he described the context, character, and conditions of the study area. (Slides are included in Appendix B)

The town’s primary concerns about the downtown district include: (1) the 44-foot height limit, which constrains new hotel development and leaves replacement of older hotels with townhomes and condos as the only options for redevelopment; (2) the decline of the hospitality industry; and (3) parking problems. The town’s goals are to recreate the downtown district, resolve its parking problems, consider allowing mixed-use development, and consider changes to the height restrictions. The last is a volatile issue and some town leaders would like to see some greater flexibility to accommodate desirable development proposals.

Commissioner Clark also described some of the downtown’s assets and attractors, including the fishing pier, the portals to the ocean, and the city hall’s ocean view. His presentation included an overview of the projects accomplished to date under the direction of the city’s Master Plan Steering Committee and renderings of possible future projects, including an outdoor pavilion.

Lauderdale-By-The-Sea Project Site *Design Team Comments and Recommendations*

Design Team members Milt Rhodes and Tim Hernandez continued the session with a presentation on their observations and findings following their visit to Lauderdale-By-The-Sea’s downtown district and commented that in many ways the community feels like an historic Florida beach town. They used a series of Power Point slides to illustrate and organize their suggestions and recommendations. (See Appendix C)

Design Experts Milt Rhodes & Tim Hernandez



The entire Design Team joined in the discussion. They questioned whether the downtown truly lacked parking. Perhaps there is a way to address parking problems by providing complementary uses and addressing the times of day and types of uses that affect parking demand. Front-loaded parking is prevalent. The area needs more parking in the rear, which

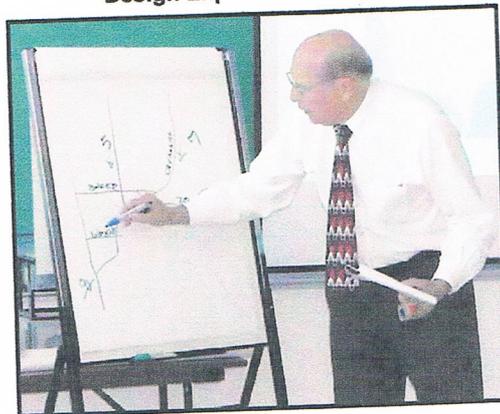
might need to be mandated. There are three to four types of parking configurations along Commercial Boulevard. The town needs to establish a more consistent pattern of parking in the future to bring more regularity to the study area.

1. Commercial Boulevard Ultimate Design

With Commercial Boulevard running through the downtown, it is difficult to provide a pedestrian-friendly feel. In some places there are eight lanes of traffic with parking alongside, and up to 250 feet of space between buildings on either side of the road. A crucial question is, after crossing the Intracoastal Waterway Bridge and entering the downtown, how should you deal with Commercial Boulevard? To address this issue, the Design Team members presented suggestions for the Commercial Boulevard Ultimate Design. Their intent is to “shrink” Commercial Boulevard, provide more spatial definition, and help reduce the ratio of width of height to about 3:1. Right now, the ratio is about 7:1. Their suggestions for Commercial Boulevard include the following:

Design Expert Walter Kulash

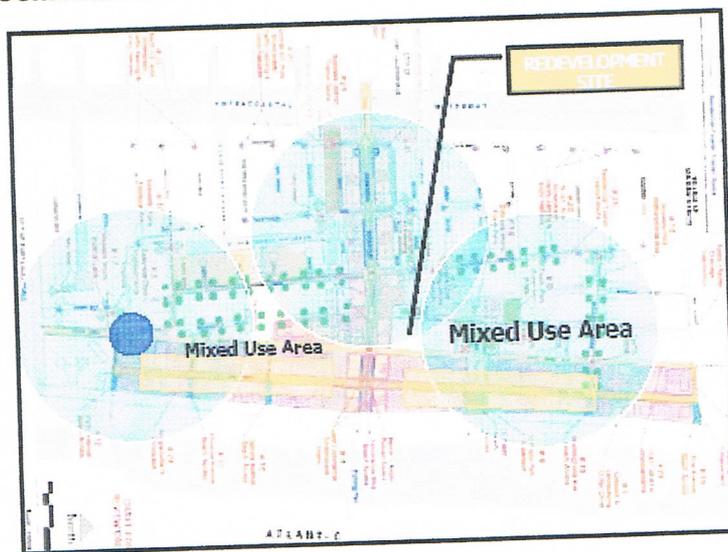
- Reduce travel lanes to 9 feet.
- Maintain parallel parking.
- Widen median by at least 4 feet to allow for more substantial plantings.
- Widen sidewalks to at least 8 feet, larger if possible.
- Pull buildings closer to Commercial; set build to line.
- Move parking to the rear of buildings.
- Reduce rights of way of Harbor and Basin Drives.



They also encouraged the town to undertake a redesign and reduction of the alley right-of-way behind Commercial Boulevard, which is about 40 feet wide. Some of this reclaimed space could be used for public purposes along the waterway. There is a lot of surface parking in the community, but unless one is a local, parking options appear confusing.

2. Mixed-Use Development and Optimal Combination of Uses

The Design Team looked for locations for future mixed-use development. They felt that it would be located appropriately along A1A and Commercial Boulevard, but not El Mar Drive. The transitional mixed-use area is located between El Mar Drive and A1A. (See map at right.) The block between city hall and Commercial Boulevard is a logical place for mixed use, including shared parking on the city hall grounds. Right now, about 7-8 older motels are located here. This is a big block that can accommodate a cohesive development site.



The optimal combination of uses is driven by marketability and constrained by parking demand. The Design Team specifically recommended that the city perform a block-by-block analysis using the Urban Land Institute's (ULI) shared parking methodology. This tool will help determine which uses and how much space can be accommodated and the development limitations of each block. This approach would produce an analysis of how much parking is required and how much exists. It would identify surplus and deficiencies in each area. The results will help the town make better decisions about future development and what the area can support.

3. Commercial-Beach Use Compatibility

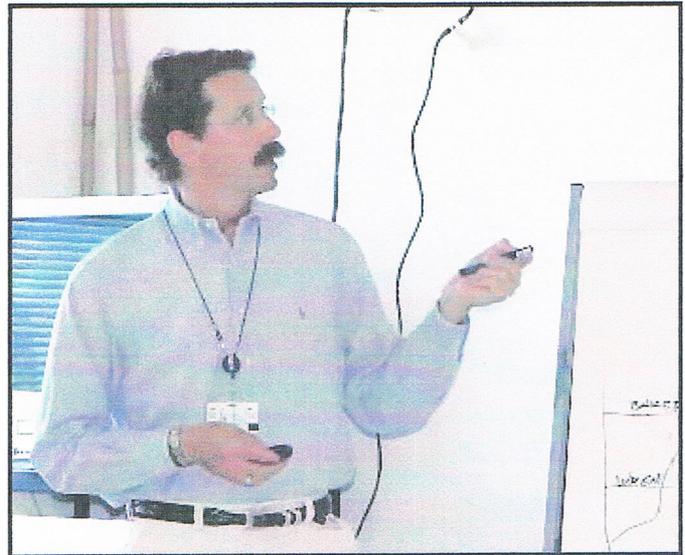
The Design Team put forth the following recommendations regarding mixed use on A1A and Commercial Boulevard:

- No commercial east of El Mar, except along Commercial Boulevard.
- Try to transition uses mid-block between A1A and El Mar.
- Extend El Mar median to A1A. This could accommodate overflow traffic of bicyclists, rollerbladers, and pedestrians.

- El Mar cross section should eliminate bike lanes and incorporate parallel parking. The travel lanes should be about 9-10 feet wide. The city can use 1 foot of the valley gutter as parking, leaving a 7-foot parking lane and a 10-foot travel lane. The 4-foot landscaping lane could be incorporated into the parking with planters located every several parallel parking spaces. Bike lanes on neighborhood streets and in low-speed environments are not necessary. Removing the lanes might actually have a traffic calming effect, thereby helping the bicyclists and pedestrians. The city might temporarily remove the lanes as a test period, to see how the public reacts.

- Parallel parking should replace third traffic lane on Bougainvillea.

Martin County Commissioner Doug Smith



Design Expert Jeff Soule

The team also suggested removing traffic along Commercial Boulevard between El Mar Drive and the beach, like Lincoln Road Mall on Miami Beach. The street and pavement could be eliminated to accommodate an outdoor plaza.

The area should be analyzed as to need for existing turn lanes or middle "suicide" lanes; one location has turn lanes with arrows that point into people's driveways. Also, there is little need for a continuous turn lane. A middle turn lane that is only two blocks long is relatively useless. (Left turn lanes are essential for highways but not in

low speed environments.) Also, short streets really do not need bike lanes because traffic is moving slowly. Bike lanes are needed on A1A and on Commercial Blvd, because of the higher speeds. Removal of bike lanes on residential streets may seem counter-intuitive but with on-street parking and slower speeds the street is a safer environment. It was noted that a 16-foot pavement is a recipe for speeds of 45 miles per hour—narrowing the street slows the traffic.

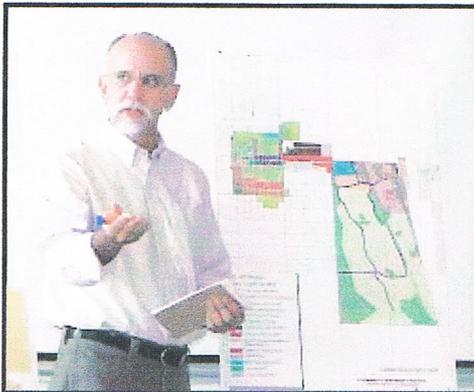
4. Adequacy of Building Height

The Design Team continued with a discussion of the town's controversial building height restriction. The members felt that in some areas, additional height could be appropriate to improve the width to height ratio of a street cross-section, such as Commercial Boulevard. The increased heights, which should be based upon stories rather than feet, would not result in more in more people living in the area, but support a more practical and attractive design.

Their recommendations included the following:

- Non-habitable architectural elements should be exempted to promote diversity in building heights and visually break up facades. The objective is to improve appearances, not to allow more living space.

Design Expert Mike Sobczak



would be to host citizen charrettes that provide input on appearance as well as placement and design of a plaza, and creating pedestrian-oriented design standards that support additional parking.

- Amend Charter to base limitation on stories instead of feet. The town should develop visuals that demonstrate what the current code encourages ("squished" proportions, low pitched roofs) and what the proposed amendments would allow. The appropriate heights for floor types should be identified; mezzanines could be 18' high while the three stories above could be limited to 14'.

Design Experts Milt Rhodes, David Brain, Walter Kulash & Commissioner Chuck Clark



This issue should be addressed as several separate charter amendments. The city will need experts to help craft the message and public information campaign. The proposals need to be conveyed visually for the greatest impact.

Summary of Issues and Recommendations

At the end of the discussion on the Lauderdale-By-The-Sea downtown district, the Design Team members summarized the Key Issues and Recommended Actions as follows:

Key Issues:

1. Parking (lack of)
2. Building Heights
3. Street Design

Recommended Actions:

- Use ULI Survey for block usage and shared parking.
- Undertake redesign of El Mar and Bougainvillea Streets to improve pedestrian experience and create on-street parking.
- Undertake redesign of Commercial Boulevard to create more order to frontage.
- Building height can be increased, but number of floors should not be.
- Redesign and reduce alley right-of-way behind Commercial Blvd.
- Support mixed use on Commercial Blvd. and A1A with parallel parking.
- Redevelop block between Town Hall and downtown.



Commissioner Chuck Clark (left) & Design Institute Group Photo (below)

