

**JAN. 5, 2012
MEDIA RELEASE**

FOR MORE INFO, CALL PUBLIC INFORMATION OFFICER
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TOWN COMMISSION TO HOLD SPECIAL MEETING TO CONSIDER COMMERCIAL STREETScape DESIGN



The **Lauderdale-By-The-Sea Town Commission** will hold a special meeting on **Tuesday, Jan. 17** at **7PM** in **Jarvis Hall** to review a proposed streetscape design for East Commercial Boulevard. The meeting is open to the public and all residents and business owners in Town are invited to attend.

The streetscape design, which will stretch from the beach pavilion west to **Bougainville Drive**, is being done by **Jamie Correa and Associates**, a Miami firm. Jamie Correa was a member of the **University of Miami School of Architecture** team that attended the Town's **Design Charrette** in May 2011.

Correa's proposed design will be posted on the Town's Web site as soon as it is available.

The Town has asked Correa to create a streetscape design to beautify and enhance Commercial Boulevard by making it more pedestrian-friendly, which should help attract more tourists and local residents to the downtown district.

The Town held a well-attended informational meeting in early December in an empty storefront building downtown, where Correa presented some preliminary design concepts. A number of people commented on the concepts.



existing view

“PELICAN SQUARE”: THE ADDITION OF A CASUAL BEACH FRONT PLAZA PROVIDES A PLEASANT PLACE FOR PEDESTRIANS TO RELAX, ENJOY THE SUN, GRAB BITE TO EAT, OR JUST SIT AND ENJOY THE SCENE. THE PLAZA IS LARGE ENOUGH TO HOST SMALL CONCERTS, TOWN FUNCTIONS, OR A SMALL FARMERS MARKET. IT’S COUNTERPART, A SMALLER, MORE FORMAL SQUARE TO THE EAST (SHOWN IN THE IMAGE TO THE RIGHT) HAS A LOW WALL, WRAPPING AROUND IT, WITH AN INTEGRATED BENCH. VISITORS MAY STOP HERE WHILE ENJOYING AN ICE CREAM, OR WAITING FOR A TABLE AT ONE OF THE MANY NEARBY RESTAURANTS.



existing view

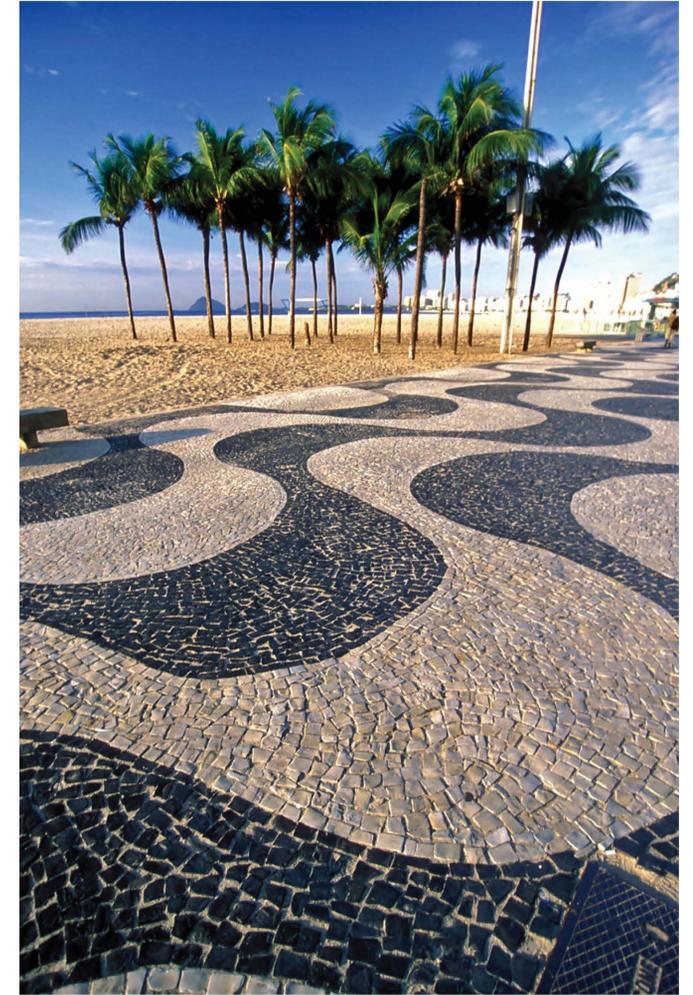
BLOCK “B” IS LOCATED BETWEEN STATE ROAD A1A AND EL MAR DRIVE ALONG COMMERCIAL BOULEVARD. THE CHANGES PROPOSED TO THIS SECTION OF ROAD INCLUDE REMOVING ANGLED PARKING IN FAVOR OF PARALLEL, REMOVING THE EXISTING MEDIAN, AND PLANTING LARGER SHADE TREES AT THE SIDEWALKS EDGE. THE TRAFFIC PATTERN ALSO HAS A PROPOSED CHANGE: ELIMINATION OF ONE LANE OF EASTBOUND TRAFFIC. ALL THESE MODIFICATIONS ARE SEEN AS A COMBINED EFFORT TO INCREASE THE WIDTH OF THE SIDEWALKS TO ALLOW FOR MAXIMUM PEDESTRIAN COMFORT, SAFETY, AND EXPANDED RETAIL OPPORTUNITIES, SUCH AS SIDEWALK DINING.



proposed view of “Pelican Square”



proposed view of “Block B”



example of a possible paving pattern for “Pelican Square”

PLANTS AND MATERIALS: THE MOST APPROPRIATE PLANTS AND MATERIALS ARE NECESSARY TO ENSURE THAT WHAT IS BUILT WILL REMAIN FOR MANY YEARS AND WILL BE ABLE TO RESIST SALT AND THE OCEAN BREEZES. IN “PELICAN SQUARE” PALMS WERE CHOSEN FOR THE BEACH FRONT PLAZA, AND SILVER BUTTOWOODS WERE ADDED TO THE INTERIOR SQUARE. A WATER-INSPIRED PAVING PATTERN COULD ADD TO THE CASUAL BEACH-LIKE NATURE OF THE PLACE. FURTHER WEST ALONG COMMERCIAL, SHADE TREES WERE SELECTED AT A LOCATION ALONG THE CURB’S EDGES.

Urban Designers
JAIME CORREA AND ASSOCIATES
 with:
 STEVEN FETT ARCHITECTURE

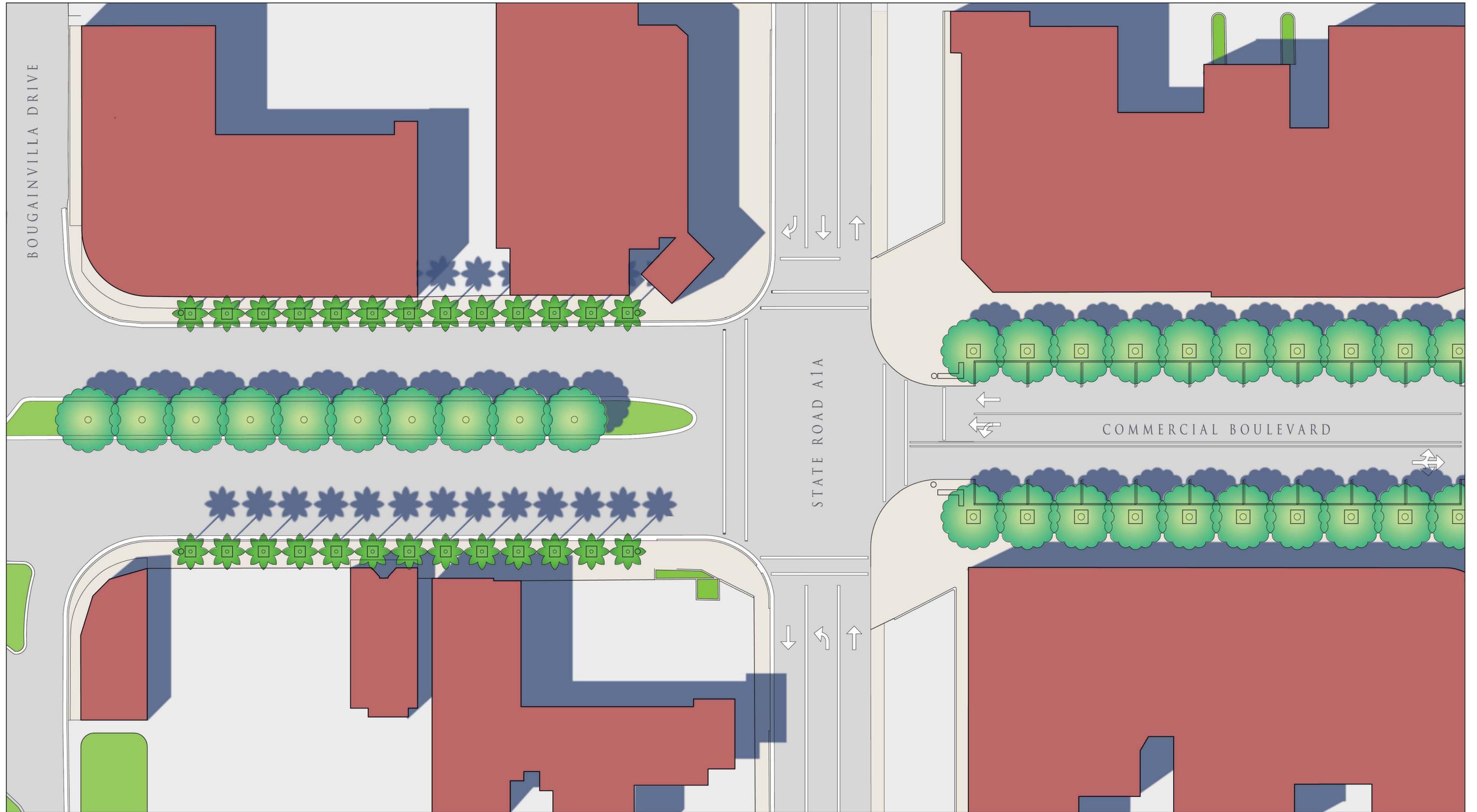
COMMERCIAL BOULEVARD

STREETSCAPE IMPROVEMENT PROJECT

L a u d e r d a t e - b y - t h e - S e a , F l o r i d a

landscape architects:
FALCÓN+BUENO
 traffic engineering consultant
 hhi HUGHES HUGHES INC.

Civil Engineers
CHEN•MOORE
 & ASSOCIATES



Masterplan (Western Half)

Scale: Aprox: 1/16"=1'

COMMERCIAL BOULEVARD

STREETSCAPE IMPROVEMENT PROJECT

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 traffic engineering consultant
hhi HUGHES HUGHES INC.

Civil Engineers
CHEN+MOORE
 & ASSOCIATES



Masterplan (Eastern Half)

Scale: Aprox: 1/16"=1'

COMMERCIAL BOULEVARD

STREETScape IMPROVEMENT PROJECT

Lauderdale - by - the - Sea, Florida

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