



**Commission Workshop
Commission Workshop for Downtown Redesign
Jarvis Hall**

Commission Workshop



Town Commission Agenda Item Report

Meeting Date: May 16, 2022

Submitted by: Linda Connors, Town Manager

Ken Rubach, Deputy Town Manager/Director of Public Works

Submitting Department: Administration

Item Type: New Business

Agenda Section: Discussion Item

Subject Title: East Commercial Revitalization Project

Explanation: As a response to COVID, the Town allowed the restaurants east of Ocean Drive to use the parking spots on El Mar Drive and Commercial Boulevard for additional outdoor dining. This has become popular and the Commission directed staff to consider a plan that would remove parking spaces on Commercial and Ocean Drive to enhance the pedestrian and dining experience.

To that end, a series of community participation meetings, one set targeted at the businesses and the other focused on residents, have been held over the past several weeks (Exhibits 1&2) to gather information that will help the designers, Architectural Alliance Landscape, propose a plan for the area. During these meetings topics focused on a myriad of improvements that could be made to the Downtown area including- landscaping, hardscape, lighting, signage, shade elements (umbrellas or shade structures), improving the pedestrian flow and experience (increasing the walkable area), creating a sense of place, and further adding to the unique identity that is our downtown corridor.

This evening's presentation is a cumulation of those ideas that had been presented at these meetings. The intent of the workshop is for the Commission and the public to further discuss the refined concepts presented as well as to provide additional direction to AAL in order to create the final concepts from which one can be chosen and turned into a set of plans then ultimately constructed later this year.

Recommendation: N/A

Attachments:

EX 1- 4-19-22 Meeting Minutes 1st Engagement Meeting

EX 2- 5-4-22 Meeting Minutes 2nd Engagement Meeting

Reviewed by Town Attorney:

<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
--------------------------	-----	-------------------------------------	----

Commission Workshop

Monday, May 16, 2022, 6:00 PM
Jarvis Hall

CALL TO ORDER

PUBLIC COMMENT

(Comments regarding the Proposed Reconfiguration of the East Commercial Revitalization Project will be accepted)

DISCUSSION ITEM

East Commercial Revitalization Project

[5-16-22AM Commission Workshop East Commercial Revitalization Project.pdf](#)

[EX1 4-19-22 Meeting Minutes 1st Engagement Meeting.pdf](#)

[EX2 5-4-22 Meeting Minutes 2nd Engagement Meeting.pdf](#)

ADJOURNMENT

THE TOWN OF LAUDERDALE-BY-THE-SEA WILL FURNISH APPROPRIATE AUXILIARY AIDS AND SERVICES NECESSARY TO AFFORD INDIVIDUALS AN EQUAL OPPORTUNITY TO PARTICIPATE IN MEETINGS OF THE TOWN COMMISSION. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND FLORIDA STATUTE 286.26, PERSONS WITH DISABILITIES NEEDING SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE TOWN CLERK NO LATER THAN TWO (2) DAYS PRIOR TO THE MEETING AT (954) 640-4200 FOR ASSISTANCE.

IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE TOWN COMMISSION WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING OR HEARING, HE/SHE WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSES MAY NEED TO INSURE THAT A VERBATIM RECORDING OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PROCEDURES FOR PUBLIC COMMENTS:

Public Comments may address issues that are not on this meeting's agenda, but should relate to the business of the Town, and should not contain personal attacks. If your comment requires follow up, the Town Manager will have a staff person respond to your concerns, and will advise us of the outcome.

The Town Clerk will read off the names of those who have signed up to speak. When your name is called, please come to the podium, state your name for the record, and indicate whether you are a Town resident. Do not state your address. You have up to three minutes to make your comments, but there is no requirement to use the entire time. If you wish to address a particular Commissioner or member of Town Administration, please do so by use of their title.

If you wish to approach the Commission dais to hand out a document or for some other reason, please request permission and state your reason for doing so. All documents to be provided to the Commission should be handed to the Town Clerk for distribution.

These procedures have been developed to assure that the Town Commission meeting time is efficiently used, and that meetings are conducted in a polite and respectful manner. More information on the decorum rules for Town Commission meetings is available in Section 2-23 of the Town Code of Ordinances.

MEETING MEMORANDUM

Date: APRIL 19th, 2022 @ 10:00am and @ 6:00pm

Project: LBTS – East Commercial Pedestrian Walks

Presenter: Linda Connor – LBTS, Hugh Johnson – AAL, Amanda Huang – AAL

Attendees: Peggy Monh - *Aruba*, Bill & Elayna Ciani - *Propowner*, Anthy Delia - *101 Ocean*, Ina Marjakerhiggs - *Coast Boutique*, Don Casoly - *Diamonds+Doggies*, Ann Marchetti - *AnnMarchetti & Co.*, Corine Srefle - *The Elmar Hotel*, Vincent Foti - *Jinnies*, Mark Stern- *Resident*, Pat Marzano - *Taco Craft*,

Agenda: Streetscape Beautification Presentation to the Public / Business Owners

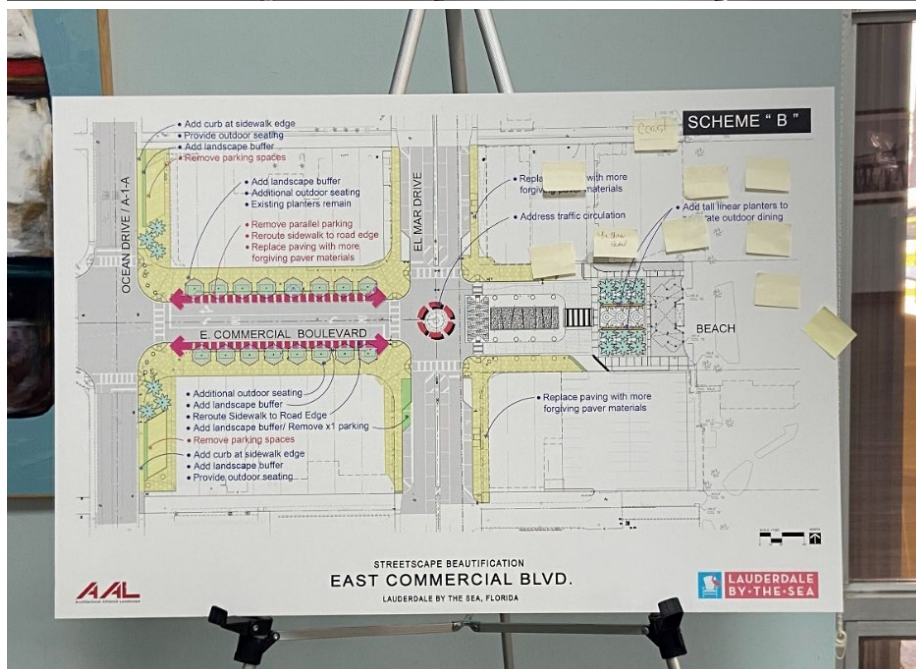
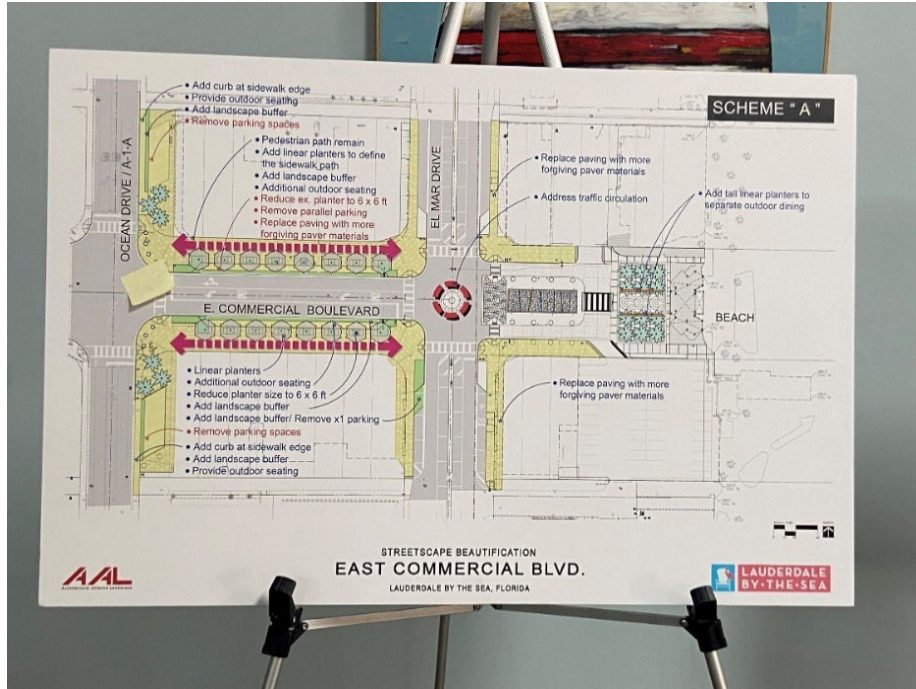


Public Feedback Comments:

1. During this initial meeting, two conceptual options were presented:

Scheme "A" with pedestrian as is now that located in the inside

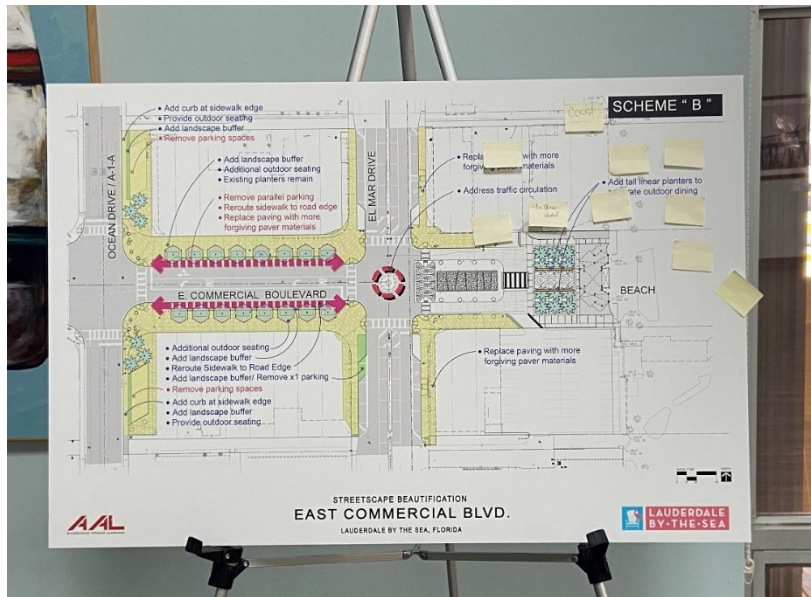
Scheme "B" with a proposed sidewalk along the curbside



2. Audience #1:
 - a. For tables in the storefront of the business with no barrier
 - b. Barriers to be in front of the street with open on the side
 - c. Current pavers are a constant maintenance issue for cleaning / food dropping
 - d. Accessibility from the street for delivery / loading service as now in the most business
3. Audience #2:
 - a. Issues of drainage
 - b. Barrier needs between traffic and pedestrian
 - c. Mention shade unified with year-round that provides protection for dinners from rain
 - d. Mention about removed A-1-A back out parking, that need consider temporary parking for pick up and ADA
 - e. Improvement signage with cute/ direction/theme style that provides some characteristic
4. Audience #3 as a restaurant owner concerns:
 - a. Pavers
 - b. Visibility and Accessibility
 - c. Shade of the umbrella blocks the signage
 - d. Dining area
 - e. Need signage with direction
5. Audience #4: Prefer sidewalk outside location, block landscape with accessibility to break for opening
6. Audience #5:
 - a. Sidewalk on the very edge is NOT a good idea; it's disadvantage away from retail
 - b. Umbrella doesn't protect the people when it rains. The dinners have to pick up their plates and run inside of restaurants. There are no spaces in the restaurants to hold these people
 - c. Need more protective dining space
 - d. There is only 4 ft canopy shade from the restaurant building
 - e. Need better lighting at night it is dark and scary
7. Audience #6:
 - a. Traffic is always an issue in the alley in A-1-A
 - b. Like coconut palm for a tropical look

8. Audience #7:
 - a. Sidewalk outside is a preferred option
 - b. Like tables close to the restaurant
 - c. Lighting is not good at night as the lighting in Pompano
 - d. Drainage is an issue
 - e. Pavers need to change on the eastside to look like the westside of street where the paver feels more like European style
 - f. Timeline of construction from the last installation, it was impacted on business. Mention timeline of paver installation needs to do at night shift with no impact on business operation.
9. Audience #8:
 - a. Prefer the scheme for the sidewalk outside
 - b. Service delivery people must walk past the tables to make their deliveries
 - c. Mention issues with paver, walkway, and drainage
10. Audience #9 as a restaurant owner:
 - a. Like outside sidewalk option but retail owners may like inside
11. Audience #10: mention the electric bike use that caused other pedestrians' injuries in the past
12. Audience #11:
 - a. Bring up a question about if retail stores don't need chairs and tables outside of their spaces, are there going to have tables here
 - b. Linda Connor – LBTS reply: a restaurant owner needs approval from your neighbor to use their outside space for tables/chairs dining
13. Audience #12: for the benefit of sidewalk outside
 - a. Closed restaurant to the restroom
 - b. Comment about awning that doesn't protect from rain; block out view and look too busy
14. Audience #13:
 - a. Want to improve pavers and have barriers for pedestrian
 - b. Mention sculpture balls currently existing on the site that can continuously use to extend out to the street
15. Audience #14:
 - a. Trees are blocking signage and attracting the birds that are leaving droppings everywhere
16. A few audiences mentioned lighting and made references to liking the Pompano lighting

17. Audience #15 as a restaurant owner adjacent to the A-1-A:
 - a. Would like to make space look more interesting
 - b. Need rain protection. 10'x10' canopy works for now as a shade
 - c. Need shade that can have more rain protection, and can also be easy to put down when a hurricane comes
 - d. Like Pompano lighting
18. Audience #16: suggest pedestrian scale signage at pedestrian eye level
19. At the introduction of the meeting, *Scheme "B" was the preferred concept.*



MEETING MEMORANDUM

Date: MAY 4th, 2022 @ 10:00am and @ 6:00pm

Project: LBTS – East Commercial Pedestrian Walks

Presenters: Linda Connor – LBTS, Ken Rubach – LBTS, Hugh Johnson – AAL, and Amanda Huang – AAL

Attendees @ 10am: Dwayne – *Aruba Beach*, Peggy– *Aruba Beach*, Ann Marchetti – *Ann Marchetti & Co.*, Bill Crani, Spiro Marchelor– *F.P.*, Carlos Ginnos- *Blue Moon*, Pat Marzano - *Taco Craft*.

Attendees @ 6pm: Gail + Reinaldo Vilardo - *Resident*, Spiro Marchelor - *F.P. Resident*, Mary Ellen Renuart - *Resident*, Diana Kesler - *Resident*, Jackie Ruland - *Resident*, Vinnt Rnhro - *Resident*, Bob Tobiasz - *Resident*, Ker Brenner – *Resident*.

Agenda: Streetscape Beautification Presentation to the Public / Business Owners

Public Feedback Comments @ 10 am Meeting with 7 Attendees:



1. Audience #1:
 - a. Discussed signage with a tropical style look and pedestrian scale signage for businesses
 - b. Need to have kiosks with various business information located at the street corner

2. Audience #2:
 - a. Talked about signs that can help pedestrians to identify stores / retails
 - b. Discussed a roll-up awning option

3. Audience #3:
 - a. Looked at an enlargement presentation to verify the sidewalk width shown at 8'-10"
 - b. Comment about wider sidewalk for residents in the E. Commercial Blvd segment
 - c. Asked about the proposed number for outdoor seating capacity

4. Audience #4:
 - a. Asked about the distance between the outdoor dining areas and the sidewalk along the curb on E. Commercial
 - b. City Manager Linda explains reconfiguring space of 8' parking, 8' width of the sidewalk, and outdoor dining
 - c. Hugh from AAL, provides an approximate distance from building edge to parking which is approximately 30'
 - d. Requested Hugh to provide dimensions at the next meeting. Hugh mentioned section studies with dimension notes will be provided to illustrative space use
 - e. Linda – LBTS summarized from this discussion that the residents would prefer a wider sidewalk

5. Audience #5:
 - a. Want to understand more about the legislation and its setback requirement
 - b. Linda – LBTS responded with a brief reference on information from 2014

6. Audience #6 and a few others:
 - a. Mention sail shade, an alternative option during the hurricane season and how and what its use requirements, such as if it's easy to hook up...etc.
 - b. Linda – LBTS mentioned:
 - i. Town's standard for selective quality of umbrella products that are based on Town's Marketing & Branding strategy
 - ii. How to define the future responsibility of tents. For example, if the municipality paid maintenance and tents are the responsibilities of the business owners?
 - c. Ken – LBTS explained about limited manpower from the City and how the distributing services currently service the public, such as taking care of benches / umbrellas and other maintenance items in the Public ROW
 - i. Rhetorical question with limited manpower, who is responsible to put up and down sails and/or replacement
 - ii. Remind owners to expect a one-month period without sail shade during hurricane season and the business owners are responsible to provide their own temporary shade
 - d. Hugh – AAL explained about sail shade / shade structure that needs to meet with wind load and code requirements for the permit process
 - e. Linda – LBTS mentioned the result from last meeting, that businesses not only want shade but also want protection from the rain

7. Audience #7: Prefers to have date palms instead and to remove the existing Green Buttonwood trees
 - a. Ken – LBTS and Hugh – AAL shared information that was discussed with Broward County regarding the possibility of removing the existing trees. And the County would like to relocate those existing trees instead of mitigation
 - b. Ken – LBTS
 - i. Mentioned a total of 20 trees that includes the 14 trees that are on the Commercial segment
 - ii. Explained challenges in finding 20 locations and with limited open spaces that the Town has preserved for future holiday events use

8. Audience #8: addressed the signage and Kiosks needed on the scale
 - a. Hugh – AAL clarifies there will be a hierarchy system of signage to serve its purpose and with cohesive and consistent signage the same in color and style. Kiosk signage will be located at the four corners of the intersection and along the sidewalk. It will provide a pedestrian level of scale for retail/ restaurant such as restaurant menu board and/or business name. The use of different colors codes can be use, such as retails could be blue, and restaurant in another color

9. Audience #9: discussion on paving and its construction schedule
 - a. Hugh – AAL will bring actual samples, and the cost, to the next meeting. Hugh will review the character images board and explain the images to show the use of patterns and the different colors to differentiate pedestrian sidewalks vs restaurant dining area.
 - b. Mentioned about if the pattern from the West side of Commercial Blvd can be the same in this portion
 - c. Hugh – AAL explained a couple of options that can be considered:
 - i. Same blend from the Westside carrying over to the East side
 - ii. To use different colors to identify business from dinning. As the picture shows the dining area has a darker color in the paving and the sidewalk is of different color
 - d. Asked questions about the decision making and construction during the off-season timeline
 - i. Hugh – AAL shared the estimate schedule. A decision was made in June that the Construction Document will get the permit in August 2022 and construction will start by the fall 2022
 - ii. Linda - LBTS mentioned the cost with approval from the commission
 - iii. Ken - LBTS said the City will do the best they can do to work on it during that time. However, they also need to deal with the supply chain that could have an impact on the timeline

Public Feedback Comments @ 6 pm Meeting with 16 attendees:



10. Audience #10: Mentioned El Mar Drive that has a 9' sidewalk with its pedestrian traffic path load and want to understand more about the pedestrian sidewalk along the Commercial portion
 - a. Hugh – AAL showed a presentation plan and explained the concept to provide a buffer for dining and direct pedestrian flow at the corner towards the sidewalk

11. Audience #11: Concern about pedestrian safety with cars hitting the curbs
 - a. Ken- LBTS explained that the raised curb in this area will be provided to protect the pedestrians, vs a flat valley curb
 - b. Hugh – AAL – The turnabout at an intersection that reduces speed, in addition to the high curbs and traffic lights by the intersection
 - c. An attendee mentioned that right now it's a slower speed at about 5 mph and there were minimum accidents within the last 25 years

12. Audience #12: Mentioned paver and ball
 - a. To have landscape planters or balls to help solve some of the issues that were discussed

13. Audience #13: Commented on pedestrians crossing in the middle of Commercial Boulevard

14. Audience #14: Prefers to have a wider sidewalk
15. Audience #15: Commented about its limited control of the intersection area, should a drunk driver drive by
16. Audience #16: Asked questions about the width of the sidewalk and if it is possible to expand to a 12' sidewalk
 - a. One of the audiences expressed that the bigger the sidewalk, the better
 - b. Linda – LBTS explained the proposed sidewalk to replace the current existing parallel parking lane, and summarized from audiences' responses that the sidewalk should be larger in the pedestrian area
17. Audience #17: Expressed huge support to the businesses, like the character of the community, and asked questions such as, what is the driving purpose of this project and what is its benefit of it? Does this help to increase rental income? What is the big picture?
 - a. Linda – LBTS responded that COVID changed everyone's life, and more and more people prefer to sit at outside dining /outdoor café. The question is:
 - #1 - How will the City make people comfortable walking downtown?
 - #2 – How will the City make people comfortable eating outside? ... Happy business, happy downtown.
18. Audience #18: Asked if there is a charge to use public ROW
 - a. Linda – LBTS responded there is an agreement charge for businesses to utilize outside the cafe. Currently, it is \$18/SF based on the established fee in 2013 or 2014
19. Audience #19: Mentioned existing trees that are blocking the signages and the birds are creating a mess in the area. Also, new express palms can help increase the volume of property
20. Linda – LBTS confirmed that the next meeting will be held on May 16, Monday at 6 pm.