



Southeast Florida/
Carribean



Surfside
FLORIDA

Surfside Downtown Revitalization

By: Urban Land Institute, Leadership Institute

June 20, 2023



TABLE OF CONTENTS

<u>Subject</u>	<u>Page</u>
1. General Information and Summary	3
2. Provide a Vision for Look and Feel of Downtown Surfside	4
a. Background	4
b. Short-Term Improvements	6
i. Pavement Improvements	6
ii. Landscape Improvements	6
iii. Parklets	7
c. Long-Term Improvements	9
i. Sidewalk Improvements	9
ii. Removal of Bicycle Lane	11
iii. 'Road Diet'	12
iv. Landscape Improvements	12
v. Pocket Park(s)	13
3. Parking Issues	14
4. Code Improvements	16
a. Façade Improvement Standards	16
b. Improvements Related to Awnings	17
c. Improvements Related to Signage	18
5. Miscellaneous Recommendations to Aid Implementation	18
a. Town Commission Term Lengths	18
6. Phasing	19
7. Conclusion	21

1. GENERAL INFORMATION AND SUMMARY

The Town of Surfside enlisted the Urban Land Institute (ULI) Leadership Institute with developing a plan for the future of downtown Surfside, which is an area approximately ¼ mile in length along southbound State Road A1A (Harding Ave.) between 94th Street and 96th Street. The group tasked with developing this plan consists of five (5) individuals with diverse backgrounds in the development and real estate sector. The group consists of:

- a. James Phillips, Landscape Architect and Project Manager with Perkins&Will;
- b. Oliver Radvin, Senior Vice President of John Burns Real Estate Consulting;
- c. Christie Grays Chambers, Vice President of Blanca Commercial Real Estate;
- d. Sevanne Steiner, Assistant Director of Planning for the City of Miami;
- e. Yulia Arcuri, Development Project Manager with Fontainebleau Development;
and
- f. Andrew Schein, Land Use and Zoning Attorney with Lochrie & Chakas, P.A.

The bios of each of the group members are included in this report as **Exhibit "A"**. In developing a plan for the future of downtown Surfside, our group was tasked with addressing certain deliverables. The deliverables are as follows:

- a. Provide a vision for the look and feel of downtown that includes storefront facades, increased walkability, improved parking conditions and streetscape improvements;
- b. Provide zoning code improvement suggestions; and
- c. Suggest Town projects for streetscape improvements.

The Town of Surfside provided our group with the following questions in relation to the deliverables:

- a. How can the Town's Zoning Code sections relating to signs, awnings, and building facades be improved to encourage the vision of an Uptown Beach Town?
- b. Should Surfside be looking for greater uniformity in shopfronts or uniqueness?
- c. How does Surfside attract more upscale and a greater variety of business?
- d. How can the parking issues be addressed?

In formulating a plan to address these questions, our group made multiple visits to downtown Surfside, met with various interested stakeholders, and studied other similar jurisdictions. The following report will address the questions in our scope and will touch on certain ancillary topics related to the furtherance of the stated goals.

This report will address both short-term solutions and long-term solutions for each topic. The short-term solutions are achievable within two (2) years. The long-term solutions may require input from both the public and other jurisdictions with control over the downtown area, and require additional planning and timing to achieve. For the purposes of the report, we are projecting 10-15 years, but may be achieved sooner if budget and approvals are awarded.

2. Provide A Vision for the Look and Feel of Downtown

a. Background

The Town of Surfside was incorporated in 1935. The development of the downtown area began shortly after incorporation, with many of the buildings originally constructed in the early 1940s. The downtown area includes businesses lining both sides of the street, a sidewalk adjacent to the businesses, and a marginal amount of landscaping between the sidewalk and the street. Parallel parking stalls are provided along A1A in front of most of the businesses.

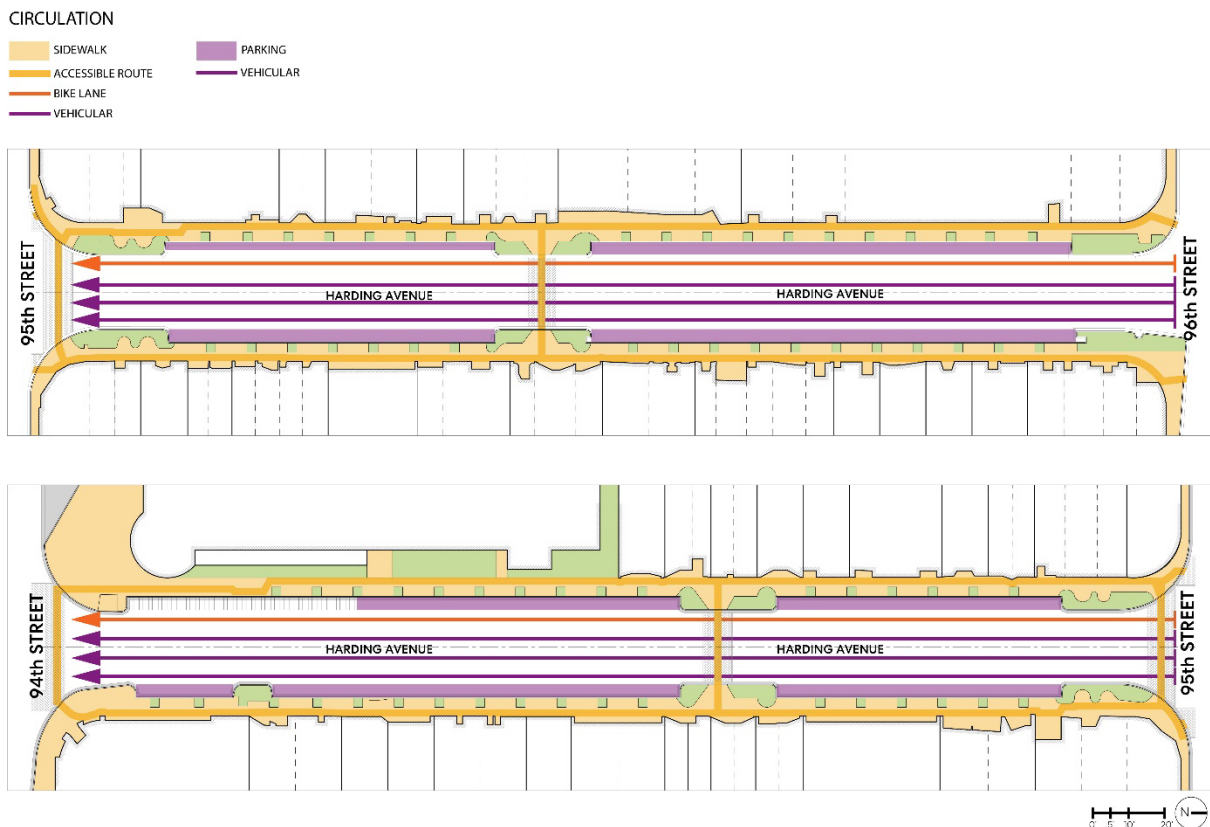


Fig. 1: a diagram of the existing circulation and limited sidewalk space. In many areas ADA requirements are narrowly achieved.

Although you can see a significant number of people walking along the sidewalks at most hours of the day, the downtown area is inherently vehicle focused. The

sidewalks are narrow and rundown, there's a minimal amount of shade trees for pedestrians, and vehicular movement along A1A takes visible precedence over the pedestrian realm. Although this is understandable due to the nature of the South Florida environment and the lack of mass transit options, Surfside can make improvements to the downtown area to create a greater balance between vehicles and pedestrians.

The business corridor is quite active with several national brands including Publix, and CVS, local restaurant chains such as Flannigan's, and many tenants that are specific to Surfside. This kind of tenant diversity is a great sign of Surfside's vitality and desirability in the commercial market. The adjacent Bal Harbour Shops in the neighboring namesake town help provide a critical mass of patrons that Surfside is capitalizing on. However, at the time of our survey there was an approximate vacancy rate of 15%. Whether the result of the COVID 19 pandemic, absentee landlords, or just typical unit turnover, 15% is higher than desired for a business corridor of this size, and represents the third most commercial units after Restaurants/Food Service (30%) and Retail (21%).

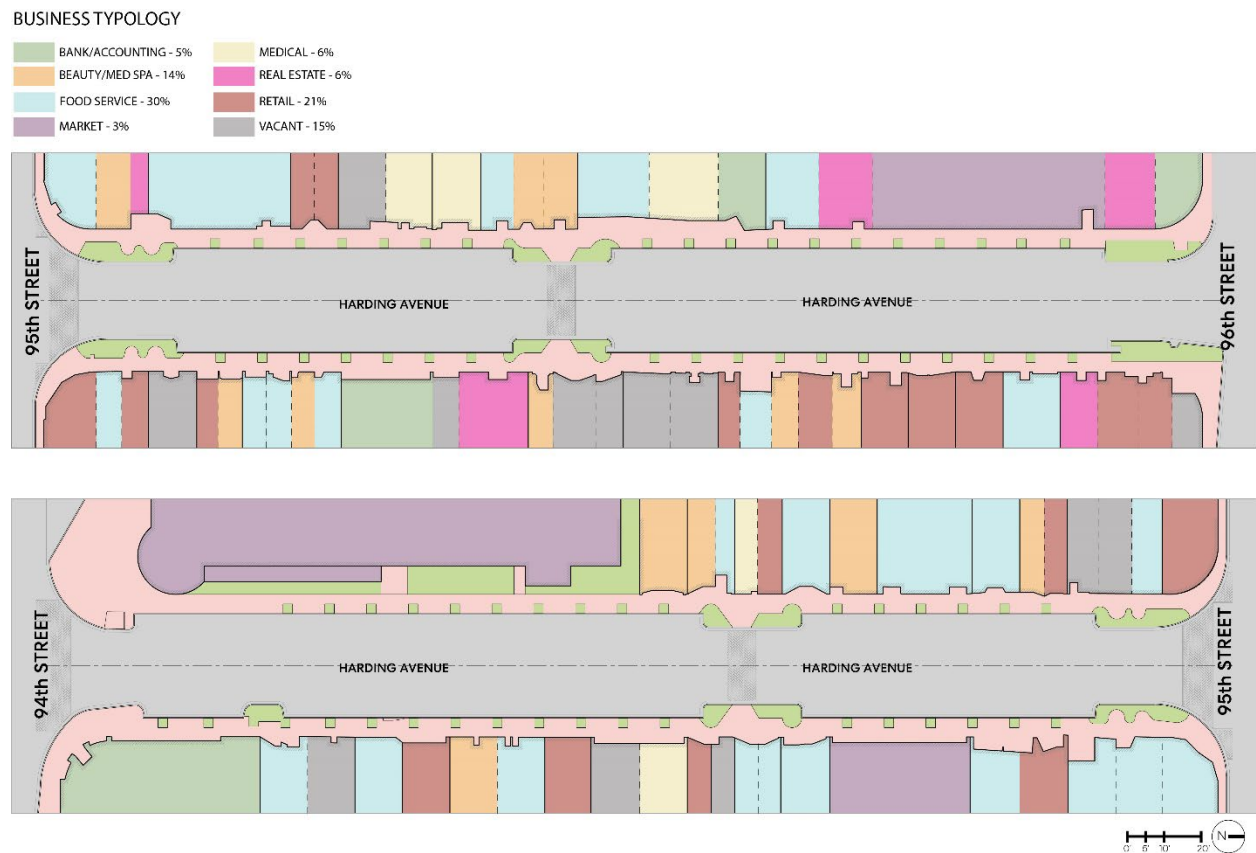


Fig. 2: the Surfside Business Corridor has a healthy diversity of tenant types, while still struggling with a 15% vacancy rate.

b. Short-Term Improvements

Our proposal for the short-term walkability solution includes changes to the sidewalk itself, landscape changes, the inclusion of parklets, and lighting changes. The sidewalks are narrow compared to other vibrant downtown areas. At their narrowest, the sidewalks are approximately 4 feet in clear width. Newer jurisdictions that are building their downtown areas generally require 7 or more feet in clear width to accommodate pedestrians and pedestrian amenities. Although the sidewalks cannot be immediately widened into the street due to FDOT's control over AIA, short term solutions can be achieved to either provide a wider sidewalk or reallocate how space is used.

Additionally, instituting one or more improvement programs for facades, awnings and signage could be implemented without a CRA or BID. These types of programs provide incentives to business owners to invest in the outward facing areas of their spaces. Minor repairs, new paint, signs and awnings add a lot of curb appeal for the vehicles passing through. More detail on these kinds of improvements is provided in Section 4 below.

i. Pavement Improvements

The first short-term suggestion is to remove the paint from the sidewalks. Rooted in a history of 'rolling out the red carpet' as the Miami area welcomed the rich and famous in its infamous MIMO days, the red sidewalks have lost their luster. The sidewalks are currently a darker shade of red. Darker colors tend to give a slimming illusion (not only in terms of clothing as many could relate to, but also to architecture and physical design), and they tend to show imperfections more than lighter colors. Additionally, when wet, the painted sidewalks become quite slick creating a slipping hazard and potential liability for the town. Removing the paint with a sandblast or acid wash will provide additional grit and slip resistance. While natural gray sidewalks may be seen as having less character, the red paint is dated and does not set Surfside's identity apart from Miami Beach which has the same standard.

ii. Landscape Improvements

The landscaping along the downtown corridor is disjointed and is not pedestrian friendly. The downtown corridor is dotted with palm trees approximately 20' apart, which provide little to no shade. The landscape strips between the sidewalk and the street eat into a significant portion of the sidewalk and, in many places, are much larger than they need to be considering the limited pedestrian space.

The landscape strips can be slimmed down in many areas. Figure 3 below shows an example area that could be reduced in landscape to maximize sidewalk area for seating. If slimmed down, these areas can accommodate +/- 3' of additional sidewalk area that can be used for either a sidewalk or pedestrian amenities/outdoor seating. We are not suggesting complete removal of these landscape strips as they do provide a good buffer between pedestrians and vehicles, but they are far too large in their current state.



Fig. 3: An example of one of the landscape areas that can be reduced to maximize sidewalk capacity.

iii. Parklets

Parklets are essentially extensions of the sidewalk that provide a zone within a previously-existing parallel parking space for pedestrians to sit and eat. The history of parklets is debated, but the popularity of parklets in the United States most likely began in 2005 in San Francisco. When the COVID-19 pandemic was in full swing, businesses across the country began to adopt the idea of parklets to provide additional outdoor seating and outdoor dining areas. Figure 4, below, shows an example of a parklet.



Fig. 4: an example of a parklet strategically used to expand the public realm for pedestrians where space is at a premium.

During the height of the pandemic, the City of West Palm Beach (“WPB”) implemented a parklet program named ‘Dining on the Spot’. WPB leaders created a parklet permit, allowing business owners to apply for the ability to take over a parallel parking spot in front of their business to use for a parklet. Since implementation, the program has become wildly successful according to WPB staff. WPB’s Dining on the Spot Summary Report, which details the successes and methods of implementing their parklet program, is attached hereto as **“Exhibit B”**.

Outdoor dining increases activity on the street, furthering the appearance of a vibrant downtown. Downtown Surfside is not necessarily lacking outdoor dining, but the existing outdoor dining greatly impedes into the walkable pedestrian realm. By introducing a parklet program and allowing businesses to apply for the use of parallel parking spaces, existing outdoor dining can be taken off the sidewalk and will increase walkability.

We are aware that the availability of parking spaces is an issue. The parking issue in downtown Surfside is discussed further in Section 3 of this report. Nevertheless, the

parklet program can be limited to any number of spaces and the decision of which business may obtain a parklet permit can be accomplished in multiple ways, including a first-come-first-served approach or a lottery approach. We believe that taking over a small number of parallel parking spaces will not significantly exacerbate the parking issue but will significantly improve the aesthetics and walkability of the downtown area.

The Town of Surfside should first create a parklet pilot program to allow a few business owners, on a voluntary basis, to use a parallel parking space for outdoor dining. The parklet pilot program can reasonably be implemented via the Town's temporary use permit procedures under Section 90-36.1 of the Town's Code of Ordinances.

The parklet pilot program should be a short program – no more than six (6) to eight (8) months – and should be monitored for success via various methods. These methods may include a Town staff member monitoring the parklet for its use, including counting the number of people using it and the ways people are using it (eating, relaxing, reading a book, etc.), and obtaining feedback from business owners and patrons.

If the pilot program is successful, the Town should then hold a public input meeting to discuss implementation of an official parklet program. If public input is generally positive, an official parklet permit application and review process should be created to streamline the permit process and create parklet standards. These standards should ideally include design-related standards and safety-related standards and can be based off of other jurisdictions that have created successful parklet programs.

c. Long-Term Improvements

Many of the landscape changes, sidewalk changes, and a parklet program can be implemented relatively quickly and considered 'Low Hanging Fruit' that provide considerable physical and aesthetic improvements at minimal costs. The following longer-term solutions, including a "road diet" and removal of the bicycle lane, would require input from FDOT and, from a political perspective, and would likely require input from the public. Due to the nature of these improvements, they are likely to require longer lead times for planning, design, and permitting, and will have higher costs associated with them.

i. Sidewalk Improvements

Removing the paint from the sidewalks should be considered the first step in a larger strategic plan to help better define the 'UpTown Beach Town' identity Surfside

desires to achieve. The next step would be to replace the typical concrete sidewalks with a more attractive pavement design. Pervious pavers are a great option to achieve the goal of a more attractive sidewalk. Pavers are often considered more “upscale” than poured in place concrete and can be seen in other welcoming beach towns, including Lauderdale-by-the-Sea in Broward County (see Figure 5 below for reference). In addition to being more aesthetically appealing, pervious pavers provide increased drainage capacity, reducing puddling, potential mildew growth, and reducing potential slipping hazards. The downsides are that they are more expensive and may require more maintenance than a concrete sidewalk. We believe the positives of pervious pavers outweigh the negatives, however that is ultimately a budgetary decision and may be dependent on underground infrastructure. Re-paving with character and materiality in mind will go a long way in improving the identity of Surfside.



Fig. 5: Decorative pavement design strategically used to create an inviting pedestrian zone that has character and is easily identifiable.

ii. Removal of the Bicycle Lane

The downtown area includes a bicycle lane on the west side of southbound A1A. Although it would seem counterintuitive to remove bicycle lanes if you are trying to promote a multimodal downtown, this area is unique. Coming from the north, the bicycle lane transitions from a sharrow condition in Bal Harbour north of 96th St to a dedicated bicycle lane between 96th Street and 94th Street. The bicycle lane transitions back to a sharrow at 94th Street, with no marked connections east or west. In other words, the only places in the immediate area with a dedicated bicycle lane are in the two-block stretch of downtown.

Dedicated bicycle lanes are usually preferred for bicyclists' safety, but only providing them in this stretch of downtown (where traffic is moving at its highest speeds) is actually more dangerous. On the contrary, the transition to and from a dedicated bicycle lane to a sharrow could be more dangerous for bicyclists, as southbound vehicles may be unaware of the transitions and when and where they need to share the road. Additionally, the bike lane contributes to the street/travel lanes feeling wider, providing motorists with a false perception of being able to increase their speed in an area where we want them to slow down. Further, vehicles that are double parked create an additional dangerous obstacle for cyclists as they navigate the high speeds of aggressive motorists, parked cars opening their doors, and jay walkers. With little to no bike racks on Harding Ave. for cyclists to take advantage of, the bike lane does little to serve the local cyclist. The removal of the bike lane and the continuation of the sharrow between 96th St. and 94th St. will provide a consistent condition for both serious sporting cyclists passing through and motorists.

As a longer-term solution, we suggest removing the bike lane along the west side of A1A between 96th St. and 94th St. and widening the sidewalk in these areas. This can provide an additional +/- 3' that can be dedicated to the pedestrian realm. If or when paired with some of the other long-term pavement and/or landscape improvements detailed in this report, the results and impacts can be significant for improving the character and identity of the 'Uptown Beach Town' Surfside. To serve the local cycling community, Abbott Ave may better serve as a bike corridor with an east-west connection from the single-family neighborhood, through downtown to the beach.

We recognize that removing the bicycle lanes and expanding the sidewalk could require detailed engineering analysis, as the curb and gutter would also need to be moved. Our group did not investigate such drainage issues, which would need to be evaluated prior to the permitting process.

iii. “Road Diet”

On a similar note, to removing the bicycle lane, we believe that this stretch of downtown could benefit from a “road diet”, or a slimming down of the street to have narrower lanes. A detailed traffic study would be needed to determine the true feasibility and safety of this road diet, but after multiple site visits and an analysis of the surrounding area, it appears to be feasible. The benefit of narrowing the street will not only provide additional space back to the pedestrian but will slow the flow of traffic. Safety will be improved for pedestrians, while also providing better visibility to the storefronts and businesses from the vehicles passing through. The road diet should focus on narrowing travel lanes in an effort to slow traffic flow to a speed better suited for a walkable downtown.

iv. Landscape Improvements

Tourists come to South Florida and expect to see palm trees, and while they have their place, shade should take priority in a pedestrian-oriented setting as municipalities look towards resiliency in the face of climate change. We suggest changing the palm trees to Green Buttonwood trees or similar native species, which will provide considerably more shade than palm trees while being far enough away from the buildings to not impede canopy growth. We suggest that the trees be provided at no more than 30’ on-center, which could allow for smaller palms to be placed between the shade trees. Structural soil can be used under the sidewalks, which would likely allow the shade trees to be within the same footprint as the existing palm trees. Further analysis would need to be completed to determine if structural soil is adequate, but Silva cells or similar could be another option to achieve this goal.

As other improvements take place, one strategy to enhance the public realm could be to swap the parklets for tree pits and pulling diners off the street and back onto the sidewalk. The transformation of Surfside essentially comes full circle. As the parklets are a great pilot to test the capacity to not only attract more pedestrian and patrons, but also to experiment with the reduction in on street parking. The success of both measures allow for a more significant evolution of the public realm. Pulling the trees into the street allows for larger trees and larger planting areas without sacrificing sidewalk area and pushing seating/dining back onto the sidewalk creates a more comfortable experience with additional buffer from the traffic passing by.



Fig. 6 – Street trees located between parallel parking.

v. Pocket Park(s)

The Abbott Avenue parking lot is the largest parking lot that serves the downtown area. Currently, there is no midblock connection between the Abbott lot and A1A – pedestrians must either go through the commercial buildings or walk to 95th Street or 96th Street to arrive at the storefronts on A1A. As a long-term improvement, we suggest that the Town consider purchasing a property on the west side of A1A between 95th Street and 96th Street, ideally close to the middle of the block, at such time that the property is put on the market. The purpose of purchasing the property would be to demolish the building and construct a pocket park.

A pocket park is a small, public open space for pedestrians to sit, eat, drink and relax. Providing a pocket park on the west side of A1A between 95th Street and 96th Street can add additional outdoor seating opportunities while providing a safe and attractive pedestrian connection from the Abbot lot to A1A. A pocket park could provide a multitude of additional opportunities that are not possible even with the potential improvements listed above. Green space of a meaningful size can provide respite on hot day, a place to sit outside for patrons, formal and informal gatherings,

etc. Street life is greatly improved when it has place to expand. Parklets can help contribute to reducing heat islands, improve air quality, increase storm runoff storage and more. Another potential location for a pocket park is on the east side of Harding Ave between 95th St and 94th St connecting to what is currently the post office lot. Detailed later in this report, that lot may soon be available for future development. Creating a second pocket park which connects to public infrastructure would further enhance the character and identity of Surfside.

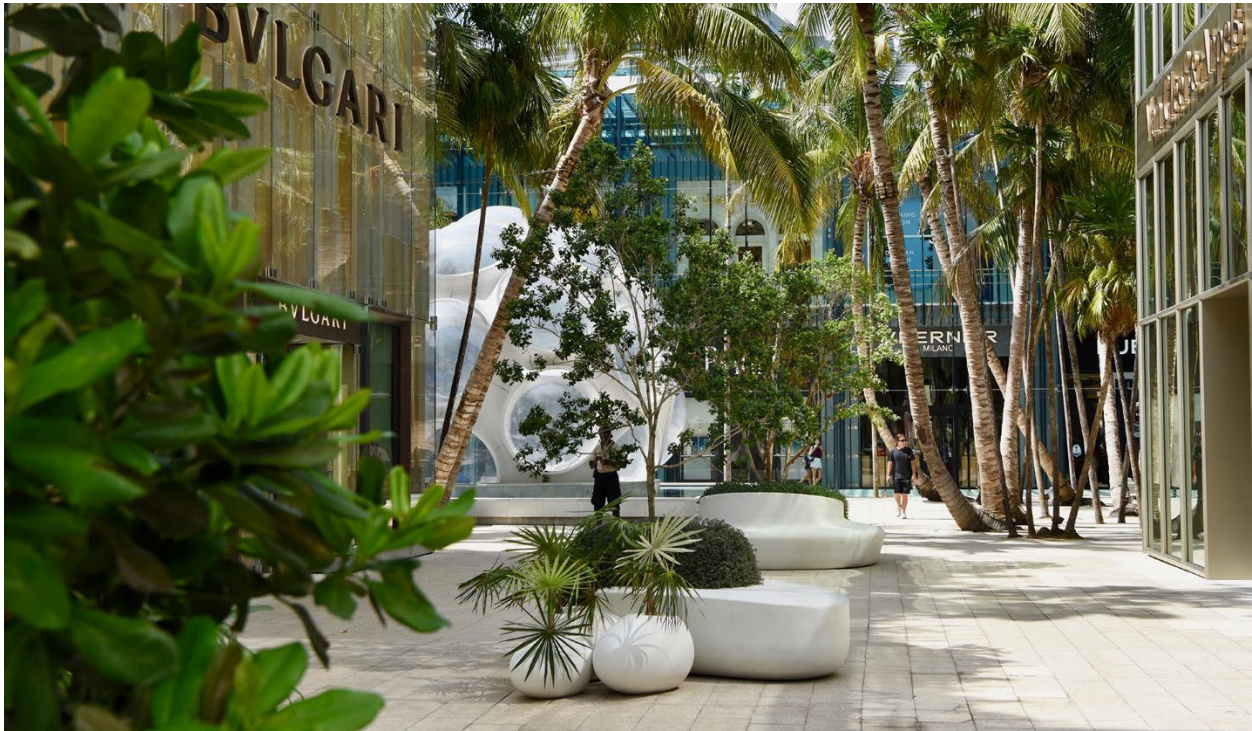


Fig. 7 – a whimsical pocket park in the design district provides seating options and diverse planting contributing to the character of the district.

3. Parking Issues

Throughout the course of our research, nearly all stakeholders have mentioned that parking in the downtown area is an issue. In 2012, the Town Commission authorized a parking study that was completed in March 2013. A copy of the parking study is attached hereto as **Exhibit “C”** (“Parking Study”).

Since the Parking Study was conducted, it appears that the parking situation has not improved and that the options presented in the Parking Study were not implemented. Our suggestions for the parking issue will focus on two main aspects of the Parking Study: (1) selection of a proper lot for additional parking and (2) public private partnerships (“P3”).

The Parking Study identified three (3) sites: the Abbott lot, the Post Office lot, and the 94th Street lot. All three (3) lots are owned by the Town. The Abbott lot and the 94th Street lot both face single-family residential uses. The Post Office lot faces Collins Avenue and high-density residential/hotel uses.

We believe that the Town should highly consider utilizing the Post Office lot for a future parking structure. Our reasons are two: the Post Office lot will likely receive the least amount of public criticism due to its location away from single-family residences and, according to the Parking Study, appears to be the least expensive option. The Post Office lot has a proper future land use designation to permit structured parking. The Post Office lot would need to be rezoned in order to permit structured parking, but if the idea is supported by the Town, rezoning the Post Office lot would be an insignificant hurdle.

According to the Parking Study, redevelopment of the Post Office lot could add 219 net new parking spaces while also accommodating a new Post Office and commercial uses along Collins Avenue. Although the 219 net new parking spaces is not as much as the 307 net new parking spaces that could be added on the Abbott Lot, the Post Office lot is a more desirable location for both businesses and residents.

If the Town desires, the Post Office lot could be developed by the Town with cooperation from the Post Office. A new financial feasibility study would need to be conducted to determine whether the Town should finance the structure on their own. Alternatively, we agree with the Parking Study's recommendation to utilize the P3 approach with the Post Office lot. The P3 approach removes the financial liability from the Town and places it on a private developer. Maintenance responsibilities may also be placed on the private developer. Due to its location and the significant lack of parking in the area, the Post Office lot would likely be financially feasible and desirable to a private developer. The Town can generate revenue via lease payments while helping to alleviate the parking issue – we see no downside to this arrangement.

By creating 219 net new parking spaces, improving the downtown area by expanding sidewalks and removing parallel parking will pose much less of a burden on business owners and visitors. Further, surface parking is one of the least economical uses of land. In a town of Surfside's limited size, space is at a premium. Each of the surface lots should be evaluated to determine how they could better generate revenue for the city, provide essential amenities for the town like open space, housing, commercial space all while increasing parking.

4. Code Improvements

a. Façade Improvements Standards

The study area was developed Post World War II. The majority of the buildings are Mid-Century Modern in style which was popular from 1945 to 1969. Mid-Century Modern architecture can be identified by asymmetrical and angled storefronts, exaggerated-modern massing and experimental structure, canopies and awnings, and storefront display areas. Many of these architectural features can be seen on Harding Avenue, see Figure 8.



Fig. 8 – Example of Mid-Century Modern Architecture in Surfside

Any façade standards should encourage the retention of high style Mid-Century Modern Architecture feature. The preservation of these features to maintain a sense of place. The following guidelines should be considered:

- Maintain asymmetrical, angled, and recessed glass storefronts. New storefronts should maintain floor to ceiling glass at the ground floor.
- Encourage retractable fabric awnings.
- Fixed awnings should correspond to the shape of the storefront or opening.
- Increase allowed square footage for signage so that it is appropriate in scale to the existing structures.
- Allow for neon signs.
- Allow for shingle/ bracket signs in addition to wall signage to interact with pedestrians.
- Create a storefront visibility zone. Storefront glazing should be clear 4 to 8 feet above grade and 4 feet in depth to ensure pedestrians are able to see into the storefronts.



Fig. 9 – Example of increased signage and neon signs Before



Fig. 10 - After

b. Improvements Related to Awnings

For nearly two centuries awnings have helped to define the American streetscape. They allow for more flexibility in the shading of shops and residences. Historically, their primary use has always been to regulate light infiltration. The US. Department of Energy states that awnings can reduce heat gain by up to 65% in south facing windows and up to 77% in east facing windows. They reduce the stress on air conditioning units and can lower the cost of cooling a building by up to 25%. They reduce glare and heat gain as efficiently as tinted windows and window film. During serve weather they provide protection to the structure while allowing the window or door to remain open, circulating air. Awnings are typically triangular in shape with a simple metal frame to which canvas is attached. Slate, tan and green are the most popular colors. Stripes are appropriate and typically corresponds to the color of the structure.

The following Awning Standards should be considered:

- Proposed awning improvements shall preserve distinguishing architectural features, character, and qualities of the building.
- Awnings for primary entrances are encouraged with the following exceptions:
 - On buildings that incorporate an arcade into the architecture.
 - On buildings that provide a recessed entrance.
 - Where the awning or cover may interfere with vehicular and loading entrances for the building.
 - When the health and safety of the public is jeopardized.
 - Where it may interfere with architectural style and integrity of the structure or obscure architectural details on the façade.
- Awning shapes shall relate to the window or door opening. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.
- The color of an awning sign should complement the color and material of the building to which it is attached.
- Lettering and logos shall be limited to the valances of awnings.
- The primary material shall be metal and canvas. Vinyl, plastic and internally illuminated awnings are not allowed.

c. Improvements Related to Signage

Overall, the Town’s sign code produces visual order for the downtown area. The current code allows for creativity while discouraging sign pollution. While functional in its existing state, additional changes can be made to the Town’s sign code to further orient signs toward the pedestrian realm and to increase interaction between pedestrians and the buildings. The Town could also consider allowing private property owners within the district to create a master sign plan for the area.

Our suggestions for minor changes to the sign code that could improve the pedestrian realm are attached hereto as **Exhibit “D”**.

5. Miscellaneous Recommendations to Aid Implementation

a. Town Commission Term Lengths

According to the 2020 Census, the Town has a population of roughly 5,700 residents. The Town is relatively small, and throughout the course of our research, we’ve found that Surfside is tight-knit community. In smaller communities, enacting change can be daunting from the perspective of an elected official. At only two (2) years, the Town has relatively short-term lengths for elected officials. This short-term

length limits the ability to enact positive change, either through public pressure (real or perceived) or because of frequent turnover.

While this may be outside of our scope, we suggest raising the term length to either three (3) or four (4) years. In either case, we also suggest staggered terms so that the entire Town Commission does not rotate off at the same time. This would provide greater consistency on the Commission and should improve the Town's ability to implement plans.

6. Phasing

As outlined in the report the improvements suggested should be evaluated for feasibility and implemented in a phased manner. We believe there are many avenues for execution, and our suggestions are just one means to an end. The takeaway is there are some improvements that can be implemented relatively quickly at an inexpensive cost. We refer to these as the 'low hanging fruit.' They are goals which are easily attained and implemented in 1-2 years. These are the projects that help gain momentum and buy in from constituents for larger projects that would otherwise be less palatable. For instance, implementing a program to improve signage and awnings, or installing parklets can go a long way to improving the character of a place if implemented and enforced the right way. Garnering excitement around these programs will help bring awareness to the larger vision for Surfside. Replacing parking with street trees or widening sidewalks could seem like a non-starter if thought about on their own. But when considered after several other successful programs have been implemented, these steps will not be perceived as unattainable.

Streetscape Improvements - Year 1

- SIDEWALK
- BIKE LANE
- VEHICULAR
- PARKING
- PARKLET
- LANDSCAPE AREA
- BUS LANE

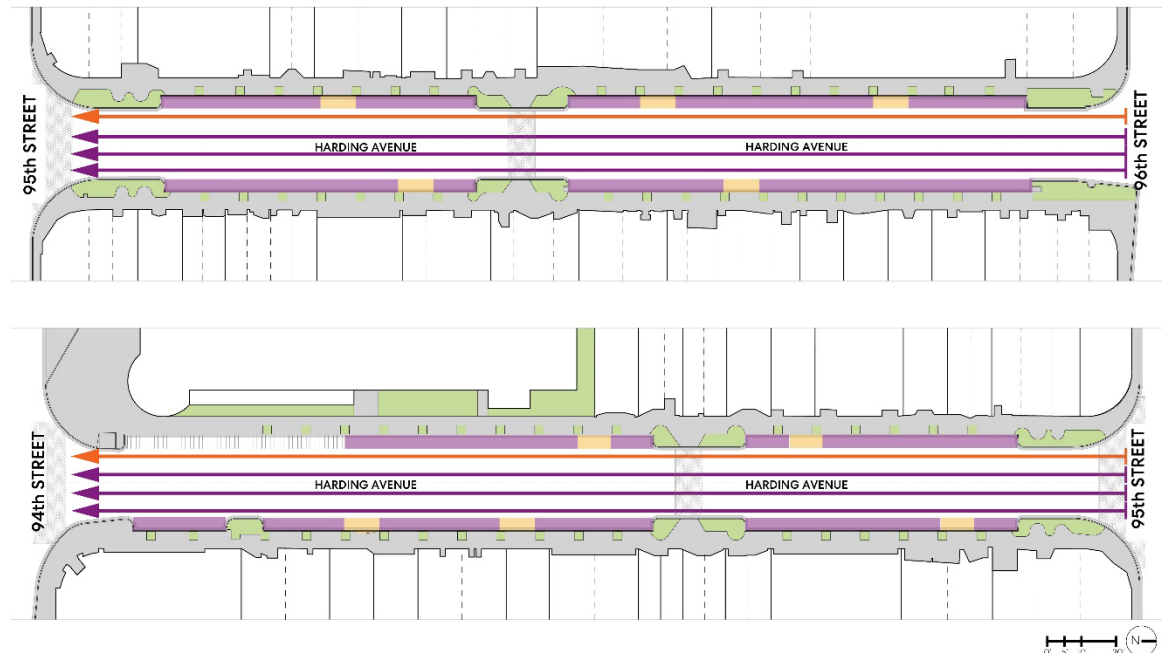


Fig. 11 - Low Hanging Fruit Improvements year 1.

Streetscape Improvements - Year 10 - 15

- SIDEWALK
- VEHICULAR
- BUS LANE
- PARKING
- LANDSCAPE AREA
- POCKET PARK
- PUBLIC RENOVATION
- STREET TREE
- 96TH ST CROSSWALK

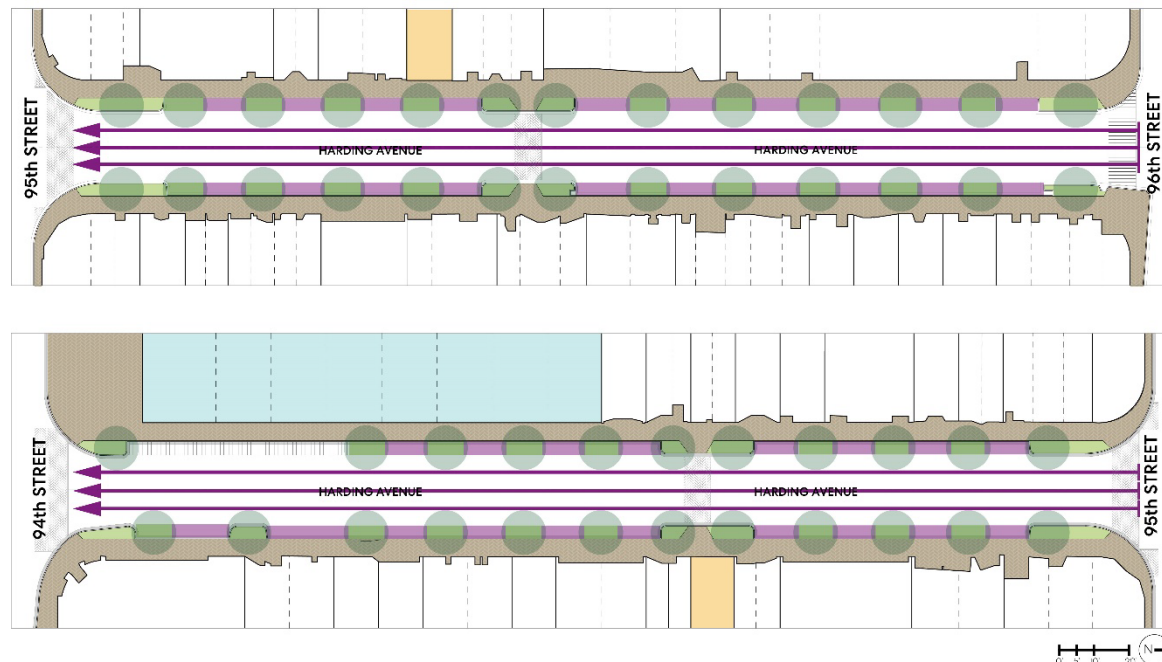


Fig. 12 - Long-term Improvements (10-15 years).

7. Conclusion

The strategies outlined here are all with the goal of improving the character and identity of Surfside to meet the aspiration of an 'Uptown Beach Town.' We believe these recommendations provide a roadmap of investment which will ultimately attract greater outside investment from developers and business owners who want to make Surfside their home. The town cannot be solely responsible for achieving this goal, nor is it feasible to do so. However, the town has the ability to create opportunity where currently there is very little, and the ability to guide the improvements to meet the goals they wish to achieve.

EXHIBIT A – TEAM BIOS

Exhibit A - Team Bios



Yulia Arcuri

Development Project Manager,
Fontainebleau Development
yulia.arcuri@gmail.com
347-481-7101

Yulia Arcuri has spent over thirteen years in the commercial and residential Real Estate industry working in various complex projects executing her financial and construction backgrounds. Yulia is a focused, goal orientated specialist who is building her professional network and constantly expands her career skills. Yulia currently serves as a Development Project Manager at Fontainebleau Development. The company is a market leader of world-class and unique gaming, hospitality, office, retail, residential, and mixed-use properties across the United States. Throughout her employment at Fontainebleau Development, she is involved in most iconic hospitality landmarks, and luxury brands including a historical project of the Fontainebleau Miami Hotel in South Florida. She works on various responsibilities, including project budgeting, senior staff reporting, overseeing, and coordinating development/renovation projects and visionary tasks. Her most interaction continuous with a Construction Team, various Design Consultants by being a liaison with the Hotel Property Management Staff and multiple other key players. She is a motivated individual that also takes tasks seriously and well-maintaining. She is gaining her reputation as a well-organized, problem-solver and team player. Prior that role she worked for almost 6 years in Healthcare Design and Construction Facility on multiple projects, including \$2B Cancer Center in New York City.



Christie Grays Chambers

Vice President,
Lead, Culture & Inclusion,
Blanca Commercial Real Estate
Christie.Chambers@BlancaCRE.com
305-495-9700

Christie Grays Chambers is Vice President and Lead, Culture and Inclusion at Blanca Commercial Real Estate, Inc., the leading independently owned commercial real estate services firm in Florida. With a career spanning more than 20 years in commercial real estate and healthcare, Christie leads the expansion of the firm's healthcare practice across all service lines and also leads the firm's culture and inclusion initiatives serving as the liaison with corporate real estate directors. Christie previously served as a broker with Cushman & Wakefield, Codina Realty and Duke Realty, specializing in office and healthcare properties. She has successfully led the negotiations of significant lease transactions on behalf of both owners and tenants. Christie also served as the Director of Government and Community Relations for Baptist Health South Florida. There, she ensured positive relationships in business, government and civic communities were maintained, while managing the department's multi-million dollar budget. Christie is a graduate of Spelman College and has her MBA from Alliance Manchester Business School having studied abroad in Manchester, England and Hong Kong. She is an active board member of City Year Miami. Christie has been fortunate to receive numerous recognitions including Miami's Most Powerful & Influential Black Leaders" by Legacy Magazine, "Distinguished Young Leader" by the Thurgood Marshall College Fund and "40 Under 40" by South Florida Business Journal.



James Phillips
Project Manager,
Perkins & Will
james.phillips@perkinswill.com
856-625-4309

James is a Landscape Architect and Project Manager for Perkins&Will Miami. He graduated from Rutgers University, Cook College in 2006, with a Bachelor of Landscape Architecture, and from the University of Pennsylvania, School of Design in 2011 with his Master's. Having grown up in the Northeast, James moved to South Florida in 2014, to work for Raymond Jungles, where he received firsthand experience learning the tropical flora and building projects. In 2018, James transitioned to Perkins&Will where he now leads multiple projects, including the winning competition entry for Jacksonville's signature downtown park, Jacksonville Landing, Huizenga Park in downtown Fort Lauderdale, and FPL's new headquarters in Palm Beach Gardens. He has a passion for plants and ecological systems, often focusing on the intersection of anthropogenic stresses on natural systems, looking for solutions that harmonize their intersection. In his leisure time, James enjoys staying active with Ultimate Frisbee, kayaking, and exploring urban ecologies. His dog, a two-year-old English Setter, named Griffin, tags along whenever possible, include going to the office on a daily basis. A consummate traveler, of late James' explorations have taken him to Patagonia, Iceland, Yosemite and Glacier National Parks, where he seeks inspiration and amazement in the beauty of nature.



Oliver Radvin
Senior Vice President,
John Burns Real Estate Consulting
oradvin@realestateconsulting.com
239-287-7240

Oliver has over nine years of experience in commercial and residential real estate in the Southeast with a focus on location analytics, demographic research, market analysis, and computer cartography. Oliver works on a variety of custom consulting assignments which involve real estate market research and strategic planning. Currently, Oliver serves as a member of the Community Development Council (Green) for the Urban Land Institute (ULI) nationally, and the Urban Development/Mixed-Use Product Council for ULI in Florida. Before joining John Burns Real Estate Consulting, Oliver worked for a commercial real estate firm which specialized in trade area analysis and market penetration strategy, representing several national and regional tenants in major markets throughout the Southeast. Oliver received a bachelor's degree in Geography and a post-graduate GIS (Geographic Information Systems) Certification from Florida State University.



Andrew Schein
Attorney,
Lochrie & Chakas, P.A.
ASchein@lochrielaw.com
954-632-6166

Andrew grew up in Weston, Florida. After high school, Andrew attended the University of Florida where he received a bachelor's in finance, an MBA and a law degree. After college, Andrew moved back to Broward County to begin his legal career. Andrew practices land use, zoning, and government relations law. Andrew represents developers and property owners before local and regional governing bodies to obtain entitlement approvals for small and large scale site plans, variances, special exceptions, and master plans. Andrew advises developers, architects, landscape architects, and civil engineers on various land use-related legal issues from the pre-development due diligence stage through the issuance of certificates of occupancy. Andrew has successfully obtained entitlement approvals for nearly 10,000 residential units and millions of square feet of commercial uses throughout Broward County. Outside of the office, Andrew enjoys scuba diving, golfing, cooking, live music/theater, and hanging out with his two dogs (Winnie and Waffles). Andrew is an active volunteer with the Broward Center for the Performing Arts and previously served as Chair of the Ghost Light Society.



Sevanne Steiner
Assistant Director of Planning,
City of Miami – AD Planning
SSteiner@miamigov.com,
504-301-5973

Sevanne Steiner is the Assistant Director of Planning for the City of Miami where she uses her expertise in new urbanism to oversee the City's comprehensive plan, long- range planning policies, and land development entitlements. Previously, Steiner served in different urban planning capacities at the City of Fort Worth, Texas and the City of New Orleans, Louisiana. She has been recognized for her work in design districts, historic preservation, and form- based codes; specifically, for writing design standards by The National Alliance of Preservation Commissions and the International Downtown Associations. Outside of work, she volunteers for the YMCA Youth and Government program and currently serves on the Alabama Youth in Government Board. Additionally, she serves as the Co- Chair for the Global and Community Leadership Committee for The University of Alabama Division of Community Affairs Board of Advisors. She holds a Bachelor of Arts degree from The University of Alabama and a Master of Fine Arts from Savannah College of Art and Design and is an accredited member of the Congress for New Urbanism.

EXHIBIT B – WEST PALM BEACH DDA
DINING ON THE SPOT SUMMARY

West Palm Beach Downtown Development Authority

INNOVATION

The project purpose was to create a streamlined process for permitting emergency outdoor dining spaces for businesses to continue operating during the pandemic in a socially distant environment. The DDAs had already conducted a Temporary Use Permitting (TUP) Study that helped create a working group, who moved quickly to implement the Dining on the Spot program.

The desired outcome focused on helping local businesses expand into outdoor spaces, making the DOTS sites become a natural billboard to indicate that places were back in business and ready for curbside pickup and outdoor dining options. The program also served to provide additional capacity to the businesses in a creative manner, while encouraging people to come outside and engage responsibly through DOTS.

- The program offered a unique approach to a downtown management challenge, which was the following:
- Cross-departmental and cross-governmental approach to producing a streamlined permitting process to an executive order for outdoor dining.
- Suspension of permitting fees during the first six months.
- DDA design and permitting support to initiate the use of the spaces by private sector businesses, which included a transitional plan for the sustainability and longevity of the program beyond the allotted time.
- DDA creating a baseline of urban typologies that would satisfy city urban design requirements and cut costs down for private sector when transferring the spaces to private sector by building a kit of parts.
- The city modifying and amending their existing ordinances as a long-term solution to outdoor dining by implementing results from Dining on the Spot.

OUTCOME

The program's impact was visible as the number of restaurants that were able to maintain their open operations surpassed those that had to close their doors. During the program we also saw new businesses open, which was an indicator that we were headed in the right direction with outdoor expansion plans.

The DOTS program measured results by recruiting 15 volunteers to evaluate how people were using these newly conceived spaces by using a beta version app developed by Gehl Architects. Gehl's observational research method enabled evaluation and adjustment of the DOTS program according to how people were using the outdoor dining space. This allowed the DDA to stay true to their method of deploying placemaking projects that test, measure, and adapt to real-time data, creating informed solutions for the future. The observational research was conducted from May 15 to June 27, finding 61,104 pedestrian and 33,195 stationary counts in total.

The DOTS program served as a pilot test for the Temporary Use Permitting (TUP) process which was initially developed with the working group prior to COVID-19, but also revealed the limitations for permitting these temporary uses with Right of Way and Special Events permits. The pressure imposed by COVID-19 restrictions accelerated this process into action. This brought attention to solving the issue of permitting temporary projects as well as making the sidewalk café seating and parklet ordinances have a more user-friendly process. The program has been operating for 10 months which surpassed the initial six months supported through the DDA.

EXECUTION

When Palm Beach County initiated Phase I reopening, the DDA with the city's assistance, launched the DOTS Program for outdoor dining on parklets, sidewalks, alleyways, and parking lots centered along the downtown district's core. DOTS uses open spaces, both public and private, for the temporary use to extend the interiors of the businesses that were mandated to operate at a fraction

of their maximum occupancy.

Without a TUP process, the DDA was limited to Right of Way and Special Events permits to implement the DOTS program. Tests were run for one week, in coordination with TUP working group members and provided enough information to create the executive order for the DOTS application permit process, which established guidelines for both private and public sector entities to expand dining onto the various types of urban sites that were conceived during the testing period. All applicants were required to obtain liability insurance, meet the strict guidelines and were subject to police enforcement. The DDA assigned COVID-19 emergency funding to subsidize equipment rental costs, such as tables, chairs, umbrellas, and tents to support the initial outdoor dining expansion for the local businesses which had been negatively affected financially by the pandemic.

REPRESENTATION

Our downtown business composition is diverse, showcasing the cross-section of cultures and different backgrounds in the area. With over 90 restaurant business storefronts in the DDA district, all were all allowed to apply for the program. Due to the pandemic many places remained closed for various months and the program worked in an incremental manner. All businesses were given the same opportunity of free permitting and free rental prior to the transition after exhausting the DDA's budget in six months; no matter when they reopened during that time period.

Another level of equity was supplying smaller businesses with additional support through other financial efforts run by the DDA, which matched the Knight Foundation grant of \$25,000, providing local non-profit group 1909, an entrepreneur hub, the means to operate Project 1909. Launched a few months after DOTS, the grant provided technology-based solutions for small businesses who normally could not afford this. The program solved the generational gap of businesses that have been traditionally brick and mortar by launching them into the 21st century world of online retail.

REPLICATION

The city is now looking to expand on the streamlined permitting process for temporary projects and programs like this one exploring the potential of a Temporary Use Permit.

The collective work of the city, the DDA, and the merchants have been key to creating a long-term outdoor dining solution informed by the short-term experimental DOTS program.

The city is currently making changes to the existing parklet and café seating permitting, reflecting the lessons learned from the DOTS program.

The DDA, along with Gehl Architects and Dover Kohl's planning group, is supporting these changes by putting together a visual guidebook that makes the permitting process easy to understand and provides the urban typologies already approved by the city through the DOTS program. This guidebook will be an open-source document available for anyone to download.

DOTS was created as a prototype that is easy to replicate in other parts of the city and beyond, as it operates as a kit of parts for outdoor urban planning solutions.

COMPLEXITY/SIMPLICITY

The project was very complex, due to the uncertainty of COVID-19 restrictions, sudden changes in business management, and the constant instability of a world that is waiting to re-open and go back to "normal" but never does. The main strategies to mitigate the complexity of a project managing 45 different businesses spread through 12 city blocks that had rentals start dates in several waves were twofold: these included maintaining an active level of communication with businesses, and re-evaluation of sites by coordinated site visits. Conducting the observational research was key to understand which sites were working and which were not. Once the team identified something that was not working, immediate action was taken to call the business owner to see what needed to change in the design or any other types of support.

Once the spaces were operational, it was also found that businesses began to feel a sense of ownership over the bistro tables and umbrellas. This level of maintenance provided a decentralized solution, which made the program more cost effective. Hiring a rental company was also key to the upkeep of any damaged equipment. The businesses would clean and maintain the equipment by taking down umbrellas during stormy days.

EXHIBIT C – RICH AND ASSOCIATES, INC.
PARKING STRUCTURE FEASIBILITY STUDY



Section 1 – Executive Summary

Section 1 – Executive Summary

Introduction

Downtown Surfside was once a premier shopping area with national retailers. Situated between the City of Miami Beach and the Village of Bal Harbour, the commercial district over the last 50 years has experienced a slow and steady decline. In recent years however, there has been a new energy downtown due to new initiatives by the Town and its Downtown Vision Advisory Committee (DVAC) as new residential and hotel projects have been approved and started construction. The new development projects, coupled with reduced vacancies in existing commercial space and conversion of service type businesses to retail and restaurant establishments has created a parking deficiency in public parking particularly during the four month winter season and on summer weekends. Because not all residents are convinced that a parking shortage exists, the Town commissioned this study by Rich and Associates and C3TS/ Stantec to not only quantify and qualify the Town’s parking needs but also to identify if a parking structure(s) is/are necessary or feasible for addressing the Town’s parking requirements both now and in the future to ensure the long-term survival of downtown.

Results Summary

Study Area

The defined study area extends from 92nd Street to just north of 96th Street and from the Ocean to just west of Abbott Avenue. This area is primarily the commercial district of Surfside which encompasses four blocks centered on Harding Avenue and extending from 96th Street to 94th Street between Collins Avenue on the east to Abbott Avenue on the west. Slightly further south of the core commercial district is the Town’s Community Center and Town Hall at 93rd Street at Collins Avenue.

Parking Supply

Within the downtown there are a few private parking areas intended for customer / visitor use which means that most customers or visitors to the downtown are relying upon the public parking provided by the Town in one of six public lots or use of on-street parking. The private areas that are provided for customer use such as the Publix Lot, Wells Fargo Bank Lot and Big Daddy’s Lot are all generally intended for use only while visiting that business which would mean that if someone wished to make multiple stops they would have to physically move their vehicle or risk being towed. In order to facilitate a pedestrian friendly environment, Rich and Associates generally recommends that a community provide or control the parking such that at least 50 percent of the parking is publicly available. This means that someone can park once

and visit multiple destinations (shopping, dining, personal business etc) without having to move their vehicle. Excluding the parking intended for residential use, Surfside has 58 percent of its parking publicly available which after completion of the Grand Beach Hotel (opening late 2013) and 92nd Street Hotel projects in conjunction with development of some other residential privately developed and provided parking will reduce the proportion of publicly available supply to just 36 percent of the total non-residential affiliated parking spaces downtown. This means that public parking is not keeping up with private parking supply due to new developments.

Apart from the private parking lots associated with the businesses noted above, much of the other privately provided parking is in small groupings or along the Harding Avenue alleys which because of their location and condition are generally not intended for customer or visitor use. Even though a business may have some parking adjacent such as in the alleys or small parking areas, many may find that the amount of parking is insufficient to provide for all their needs and so must rely upon the public parking. As such, many of the downtown businesses, particularly the restaurants, are relying on the publicly provided parking to provide for their customer and staff needs.

The existing publicly provided parking totals 601± spaces with 461± off-street parking spaces and 140± on-street spaces. All publicly available spaces require payment. This is accomplished using either using a series of "Master Meters" which cover multiple parking spaces in the Town's parking lots and along certain on-street location or 51 single head meters at several locations. A trial whereby the old individual mechanical parking meter heads were replaced with 30 new meter heads that will now accept credit cards resulted in the revenue during the first two months of the experiment increasing by 184 percent.

Parking Demand

In order to assess the parking needs in downtown Surfside, Rich and Associates has relied upon a proven methodology of collecting information via surveys unique to the community which is then validated by on-site observations recording parking lot occupancies. As noted previously Surfside, like many South Florida communities, experiences increased pressure on its parking system particularly during the winter months. Recognizing this, the surveys distributed to business owners asked for levels of activity during both the out-of-season period as well as during the in-season months. This permitted the firm to conduct the occupancy counts during the out-of-season period and correlate the results to the level of reported activity based on the survey material. The accuracy of this information then allowed the application of the in-season results to the demand model and the extrapolation of the expected parking lot occupancies during the season. This confirmed anecdotal reports of high occupancy as the analysis showed that Surfside would experience full occupancy of its public parking lots on which so many businesses depend due to a lack of alternative private parking.

In addition to the defined parking demand from customer/visitors and staff to downtown Surfside destinations, there is additional pressure placed on the parking system from nearby workers. These include contractors finishing downtown condominium residences and during certain periods of the year employees of the Bal Harbour Shops in the Village of Bal Harbour across 96th Street from downtown making use of Surfside parking. While the added parking demand from contractors is not expected to continue indefinitely, it is expected to continue for the next three to perhaps four years.

Correlation of the results from the surveys to the occupancy of the existing parking supply has resulted in Rich and Associates concluding that the lack of parking is a constraint on existing and future businesses being able to reach their full potential. Lack of parking is likely to discourage some patrons to visit Surfside as the need to “hunt for parking” is just not worth the inconvenience.

This led to an analysis of the amount of parking being provided in downtown Surfside compared to the amount of parking required by application of the Town’s zoning ordinance to the defined square footage by land use. This analysis shows a current deficiency of 276± spaces between the number of parking spaces required and the total number of public and private parking spaces provided. This deficiency accounts for agreed reductions in the requirements by certain religious organizations recognizing the needs of the Orthodox community. This deficiency may be due in part to accommodation made by the Town through its Offsite Parking Fund Ordinance which allows business which may be deficient in the amount of parking that they can provide to pay a set amount for each deficient space to the Town which the Town would then apply to development of additional public parking.

Projections of parking demand and supply to be created as part of several development projects either under construction, in-process or being reviewed by the Town show that additional parking demand will be created. While most of the anticipated developments will provide for their needs, at least two projects will likely require the use of publicly available parking to satisfy a portion of their needs. Assuming the occupancy of an additional 14,000 square feet of building space which is currently vacant plus the added demand from the development projects means that the downtown is projected to be short by a net 303± spaces within the next several years as these additional projects are completed. The potential to eliminate approximately 72 spaces along Harding Avenue as part of a streetscape project could increase the potential shortage to 375± spaces. Additional adjustments that deduct a total of 71± private spaces developed in excess of the zoning code requirement for The Chateau and two hotel projects that would not be available to the general public and artificially reduce the parking deficit would increase the calculated shortage to 446± spaces. This information is explained in Section 2.

Alternatives

Given the magnitude of existing and projected parking deficits Rich and Associates and C3TS/Stantec have investigated various parking structure alternatives to help address this parking shortfall. Three sites were identified by the Town as possible sites for the Town's first parking structure. Each of these is an existing surface parking lot and all three are on separate blocks downtown. The three sites identified are:

- a) Abbott Avenue Lot.
- b) Post Office Lot (plus the adjoining privately owned building housing the Surfside Post Office).
- c) 94th Street Lot (with possibility of partnering with owner of adjacent properties for combined development).

The Abbott Avenue Lot site and 94th Street Lot site are sufficient to accommodate a parking structure on just the Town owned property while the Post Office site would require the site of the adjacent building. These three sites are the only sites that would have sufficient dimension to accommodate the geometry of a parking structure.

Financing options and costs as discussed for each of the projects assume the Town finances the development of the parking structure through issuance of a tax-exempt Parking Revenue Bond which would be guaranteed by downtown parking revenues. With complementary uses associated with each of the sites, there are also possibilities for public / private partnership opportunities to have the Town and others jointly develop the projects or through other possible arrangements have the parking developed independent of Town financing.

It should be noted with each of the options discussed that the parking capacities noted are limited by the existing 40 foot height limit downtown. If additional spaces were needed, in many cases this could be accommodated by adding additional levels but obviously would require amending current codes. Therefore, the capacities have been limited to comply with existing height restrictions. It should also be noted that the cost discussed with each of the alternatives in the next few pages reflect the project cost to be financed which includes not only the cost of construction but also includes professional fees, insurance, contingencies and assumes that approximately \$1.5 million in equity from the Parking Trust Fund would be contributed to reduce the amount borrowed for each alternative.

Abbott Avenue Lot

Three alternatives have been developed using the Abbott Avenue site.

Alternative 1 would be a two-level underground parking structure beneath the entire length and width of the Abbott Avenue parking lot and actually extending to the west beneath Abbott

Avenue for a more efficient parking structure. This option also proposes replacing the existing surface parking lot with a public park. The underground parking structure would provide 448± spaces replacing the existing 207± space surface lot resulting in a net addition of 241± spaces for the downtown. However, as an underground parking facility this structure would have a total project cost to be financed (excluding the cost of the above ground Public Park) of \$27.4 million. This figure includes the cost of building the underground parking structure and the slab which forms the roof of the building and supports the park as well as professional fees, contingencies, insurance and the equity contribution from the Parking Trust Fund of \$1.5 million. It is possible to reduce this cost with alternative methods of financing the park.

The second alternative proposed for the Abbott Avenue lot would be an above grade facility, encompassing approximately one-half of the existing parking lot. The parking structure would be situated at the north end of the property while the southern half nearest 95th Street would be developed as a smaller version of the public park associated with Alternative 1. This parking structure would have a capacity of 414± spaces producing 207± net additional parking spaces for the downtown. Another amenity possible with this project would be townhomes constructed along the west face of the structure facing Abbott and therefore providing a buffer between the parking and the residential properties (and Young Israel project) to the west. It is expected that this would be built by a private developer selected by the Town independent of the parking structure construction. This parking structure (excluding the Public Park and townhomes) would have project cost to be financed of approximately \$13 million.

The final alternative investigated for the Abbott Avenue Lot would be a derivative of Alternative 2 in which instead of only using one-half of the parking lot, the parking structure would extend the full length of the site. This would eliminate the possibility of the public park but would still allow for the possibility of the townhomes along the western face. This structure would have a project cost to be financed of just over \$7.2 million after accounting for the equity contribution from the Parking Trust Fund of \$1.5 million. This parking structure would provide 514± spaces or 307± net additional spaces for the downtown.

Post Office Lot

Due to the size of the parcel associated with the Post Office site, only one option is possible to meet the design geometry of the parking structure. This however would require the adjoining building presently housing the Surfside Post Office. This building is not owned by the Postal Service but by a private individual who leases the space to the Postal Service. This may also afford a public / private partnership opportunity to develop the parking structure and replace the post office within the newly constructed building.

A parking structure if developed on this site would have a capacity of 280± spaces which produces 219± new spaces for the downtown. Not including the cost of the existing building or property, this alternative would have a project cost to be financed of \$5.3 million.

94th Street Lot Site

Two alternatives were investigated for the 94th Street Lot site. One alternative sought to take advantage of a possible opportunity to cooperate with an adjoining property owner(s) to develop parking and associated commercial space on combined parcels. This alternative has the benefit of extending the downtown commercial district and at the same time expanding the downtown parking supply in a public / private partnership opportunity. This could mean that the Town develops the parking on the combined parcel while the private developer constructs the commercial space and relies on the public parking structure for its needs. An alternative could have the developer lease the Town's parking lot parcel and develop the entire project independently with the Town guaranteed that a certain number of parking spaces would be publicly available.

Assuming the condition whereby the Town built the parking, this project is anticipated to provide 370± spaces. After deducting the spaces in the existing surface lot and the spaces likely needed by the commercial space (assuming 50,000 gsf), this project would provide 88± net additional spaces for the downtown. This facility is projected to have a \$9.2 million project costs to be financed. This analysis does not include the additional property taxes and potential food and beverage (2%) taxes that would be created by the project.

The final alternative considered on the 94th Street lot site limited the parking structure to just the existing parking lot parcel. As such, this would only allow the development of a parking structure without the associated benefits (such as added commercial or public benefit space) but would meet the goal of adding to the parking supply downtown. This structure would provide 223± total parking space or 124± additional parking spaces for the downtown. With a project cost to be financed at just over \$3.5 million it is the least expensive of the alternatives investigated.

While the economic analysis associated with each of the options has shown that several projects could require significant parking rate increases, these must also be weighed in the context of additional public benefits that could be created in conjunction with the parking structure development (e.g., a new downtown park). The determination of whether the Town could construct a parking structure or structures could also have an impact on the proposed streetscape project that could eliminate on-street parking along Harding and provide wider sidewalks. Not only are the wider sidewalks more pedestrian friendly, they may also allow more restaurants to have outdoor dining. Obviously, such a project could not proceed without replacement parking created such as in a parking structure. Added opportunities to partner with the private sector may also allow the Town to realize the mutual benefit of added parking and additional community development at lesser costs and rates.

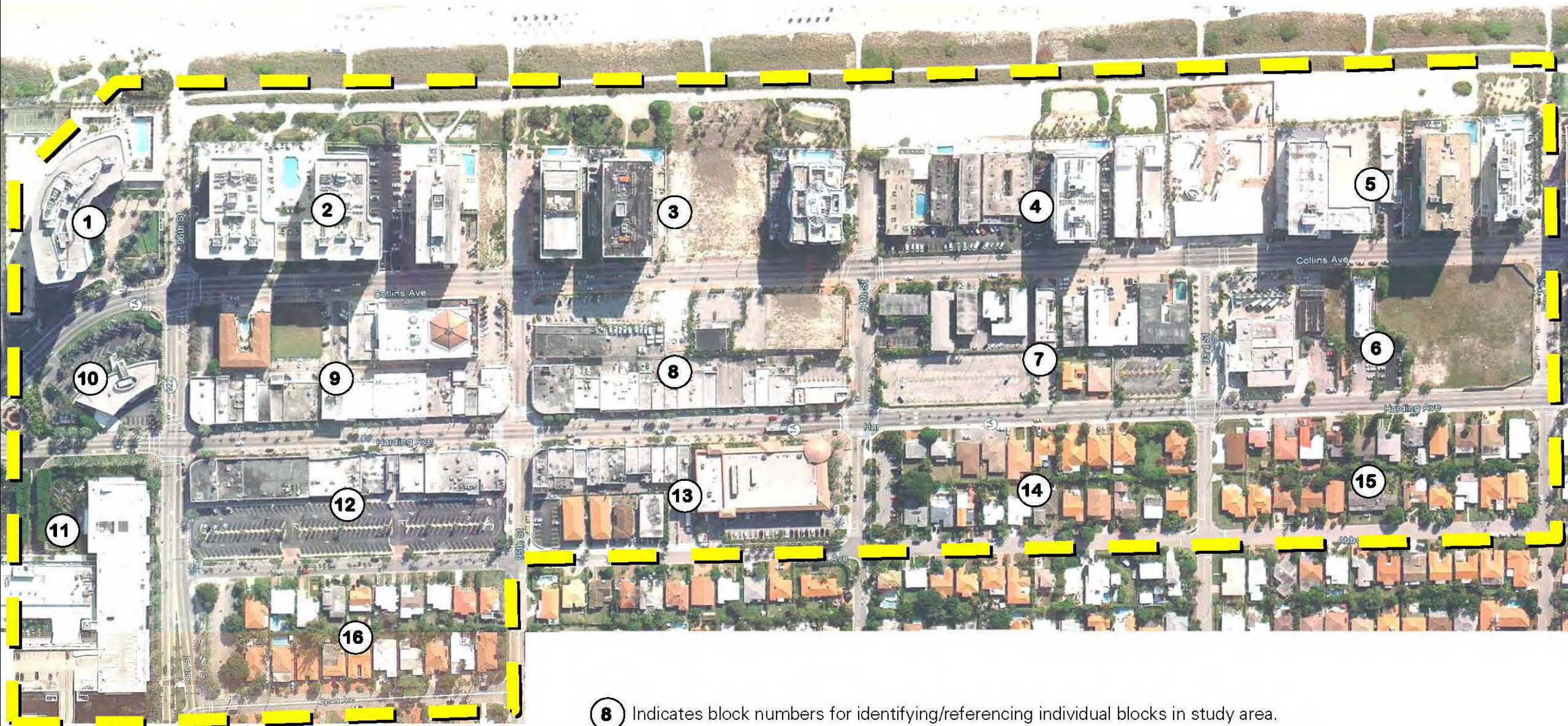
PARKING STUDY FOR TOWN OF SURFSIDE

SURFSIDE, FLORIDA

RICH & ASSOCIATES
 Parking Consultants, Architects
 Engineers, Planners
 26877 NW Hwy, Suite 208
 Southfield, Mich. 48033
 Tel: 248-353-5080
 Fax: 248-353-3830
 Lutz, Florida
 Tel: 813-949-9860
www.richassoc.com

LEGEND:

- # BLOCK NUMBER
- STUDY AREA

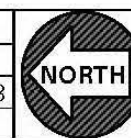


8 Indicates block numbers for identifying/referencing individual blocks in study area.

Sheet Title:

STUDY AREA

File No.	1234
Scale	NTS
Date	1-24-13
Checked by	dwb



MAP Number:

MAP 1

EXHIBIT D – SIGNAGE STANDARDS

Overall, the existing sign standards produce visual order for signs located in downtown. The standards allow for creativity while discouraging sign pollution. Any changes made to the sign standards should be oriented toward the pedestrian and increase interaction between the pedestrian and signage. For increased aesthetic consistency a sign master plan could be created. Traditionally, sign master plans are created by private property owners to create cohesiveness within a sign development. Additionally, private property owners have more control over tenant sign as they are not constrained by the 1st Amendment or the *Reed vs Town of Gilbert* ruling.

(a) *SD-B40 Zoning District.*

~~(1) *Content.* Commercial signs may only include the trade name, logo of the establishment, the nature of business or services rendered, or products sold on the premises. Signs may not include phone numbers or any reference to price.~~

- Eliminate and bring into compliance with *Reed vs. Town of Gilbert*. Consider:

(1) Commercial signs shall have a maximum of two (2) lines of text and logo.

(2) *Signage for upper floor tenants.* Each upper floor tenant shall be entitled to erect permanent signage. The total square footage of all second floor signage shall not exceed 80 percent of the allowable signage square footage for the first floor signage, provided such sign meets all of the requirements of this subsection. In addition, each upper floor tenant shall be entitled to erect a single sign, not over one-hundred and 108 square inches in size, at the entrance or lobby of the building which provides egress to the upper floor.

(3) *Permitted signs.*

a. *Projecting sign.* Projecting signs on either the ground level or upper floors shall not be permitted for upper floor tenants. The maximum sign area for projecting signs shall be eight square feet. The maximum lettering height shall be six inches unless otherwise integrated into a creative graphic design as approved by the design review board. Signs shall not project more than five feet from any main building wall nor shall they be mounted above ground level tenant space. Encroachment into the right-of-way including sidewalks shall only be permitted where it can be demonstrated that there is a minimum vertical clearance of eight feet. Decorative bracket treatments are encouraged. Projecting signs shall not have electric lights, attached electric fixtures, or any manner of illumination.

- Change minimum vertical clearance to seven (7) feet.
- Allow internal illumination.

b. *Individually-mounted letter sign.* The total area of all individually-mounted letter signs shall be one square foot for each lineal foot of frontage of the lot or portion of the lot upon which the operating enterprise is located. For frontages less than 25 feet, a total sign area up to 25 square feet maximum shall be permitted. In no case shall the total sign area on any

single operating enterprise exceed 150 square feet and no single sign shall exceed 45 square feet.

- Consider increasing to 1.5 square feet per linear foot of frontage.
- For frontage under 25 linear feet increase to maximum allowed square footage to 36 square feet.
- Increase single sign maximum to 50 square feet.

1. *Types.* The following types of individually-mounted letter signs shall be permitted. No open face channel letters shall be permitted.

- Consider allowing open face channel letter if they are neon or light bulb signs

i. Reverse channel letter.

ii. Push-through letter.

- Push through shall be a minimum 0.25 inches for signs under 10 square feet.
- All others shall have a minimum of 0.75 inches.

iii. Pan channel letter.

iv. Raceway mounted letter. All exposed raceways must be painted to match finish of wall face of the building.

2. *Offset.* Signs shall be off-set from the wall a minimum of one quarter inch to a maximum of two inches to permit rain water to flow down the wall face. This is not applicable to push-through or raceway mounted lettering.

3. *Illumination.* All signage, lettering, logos or trademarks shall be required to be lit with white illumination from dusk to dawn. The illumination may be either internal illumination or external illumination, however, all walls below the sign shall be illuminated with white wall wash LED lighting. It shall be located and directed solely at the sign. The light source shall not be visible from or cast into the right-of-way, or cause glare hazards to pedestrians, motorists, or adjacent properties. Lighting shall meet all applicable electrical codes. Intensities of illumination shall be approved by the building official of the town before issuance of a sign permit. A maximum of ten foot candles is permitted on any portion of a sign to be measured at the centerline of the adjacent sidewalk. A foot candle is defined as a unit of illuminance or light falling onto a surface. It stands for the light level on a surface one foot from a standard candle. One foot candle is equal to one lumen per square foot. A lumen is the basic measure of the quantity of light emitted by a source.

- Allow for other colors – especially for internal illumination.

c. *Permanent window sign.* One primary sign may be applied to the inside or outside surface of any one glass window or door or displayed within 12 inches of a glass window or door. Such signs shall only be permitted on primary and side street level frontages. Sign area inclusive of logos or trademarks shall not exceed 20 percent of the area of the glass window or door in which the sign is displayed. Lettering shall not exceed eight inches in height. Acceptable materials include painted gold leaf or silver leaf, silk-screened, cut or polished metal, cut or frosted vinyl, and etched glass.

- Allow for more than one (1) sign. Base the standard on the percentage of window glazing. The 20% - 25% is typical.

d. *Television screen or similar.* Television screens or similar electronic features may be located inside the storefront and project out to the sidewalk. These features shall be oriented towards the pedestrian and angled to be parallel to the sidewalk. Television screens or similar electronic features shall not exceed 20 percent of the area of the glass window if the feature is within 36 inches of the window. Television screens or similar electronic features located greater than 36 inches away from a window shall be permitted to exceed 20 percent of the area of the glass window. A maximum of ten foot candles of illumination shall be permitted from any television screens or similar electronic features to be measured at the centerline of the adjacent sidewalk.

e. *Emergency address sign.* Commercial buildings in Blocks number 3, 4, 5, and 6 of Altos Del Mar Subdivision Number 6 shall be required to provide an emergency address sign on the alley side of the building clearly identifying the address of the establishment. Signage may be wall mounted or posted on a rear door. Sign material shall consist of weatherproof reflective 3-inch or 4-inch address panels.

f. *Sandwich signs.*

1. Located in front of the customer service entrance it advertises.
2. Placed and located in a safe manner that provides for a clear pedestrian path and unobstructed vehicular traffic flow and circulation.
3. Removed and placed indoors during the hours the use is closed.
4. *Dimensional requirements.* The height and size of a sandwich sign shall be as follows:
 - a. Maximum of 42 inches in height; and
 - b. Maximum of 24 inches in width.

5. *Number.* One (1) sandwich sign shall be permitted per business. Buildings with multiple businesses shall be limited to one sandwich sign per customer service entrance.

6. *No anchoring.* Signs shall not be anchored to the sidewalk or attached or chained to poles, newspaper vending boxes, or other structures or appurtenances.

e.

7. *Storm warnings.* Signs shall be removed and placed indoors when storm warnings are issued, so as not to become a hazard during a storm event.

8. *Penalty.* Any sign found posted or otherwise affixed upon public property contrary to the provisions of this article shall be removed by the Town and stored up to 30 days upon which the sign(s) will be discarded if not claimed by the owner. The person responsible for any such posting shall be liable for the cost incurred in the removal and storage thereof, and the Town is authorized to affect the collection of said cost.