



MARINA TASK FORCE

AGENDA

January 17, 2013

3:00 pm

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. Update on Assignments

a. Modification to the ramp launch fees:

Lake Park Harbor Marina launch fees: Free

b. Modification to the parking fees:

Parking (in numbered space)	\$ 2.00/hr. with 5 hour minimum*
Daytime launch, park, and dock	25.00**
Launch, park, and weekend dock	49.00/night up to 3 nights**
Annual non-commercial parking pass	99.00**
Annual commercial parking pass	150.00**

* Parking meter kiosk system

** Pass(es) to be purchased at the Dockmaster's office

c. Confirming the revised draft set of conceptual plans, correcting for travel lane widths and ensuring the maximum usage of the largest spaces possible.

i. Discussion on abandonment of right-of-way.

d. Temporary signage on the existing wall.

i. Reagan/Gorbachev opportunity. [Dave Hunt]

e. Update on conceptual drawings for design of signage.

i. Entranceway signage (including consideration of name change).

ii. Directional signage.

f. Preparation for Final Report of the Task Force.

E. **Discussion**

F. **New Business**

G. **Public Comment**

H. **Final Meeting**

- a. February 21, 2013 at 3:00 pm.

I. **Adjournment**

NOTES

Marina Task Force Assignments:

- a. Dealing with parking at the Marina (including the configuration of the existing lots and better integration of the corner lot at US 1 and Silver Beach Road).
- b. Dealing with traffic flow at the Marina (including the possibility of abandoning the current right-of-way of Lake Shore Drive which cuts through the lower parking lot; reconfiguring the existing lot to accommodate the larger trucks and boat trailers; tearing down the existing wall, and; integrating the corner lot).
- c. Developing alternatives for enhancing revenues both through a reconfiguration of the existing lots, and find a way to better utilize the daily boat launch ramp and supporting facilities.



Minutes
Town of Lake Park, Florida
Marina Task Force
Thursday, December 13, 2012 3:00 p.m.
Town Commission Chamber, 535 Park Avenue

The Marina Task Force met for the purpose of a regular meeting on Thursday, December 13, 2012 at 3:04 p.m. Present were Diane Bernhard, Wayne Creber, Brent Headberg, Jorge Quintero, Project Manager Richard Pittman, Finance Director Blake Rane, Marina Director James Hart, Public Works Director Dave Hunt, Town Manager Dale S. Sugerman, and Town Clerk Vivian Mendez. Erin Flaherty was absent.

Town Manager Sugerman led the Pledge of Allegiance.

Update on Assignments:

a. Modification to the ramp launch fees (Everyone).

i. Daytime launch and park. After a lengthy discussion, the Task Force reached consensus to identify the parking spaces, move the kiosk into the main parking lot and to charge \$2.00 per hour with a 5 hour minimum.

ii. Daytime launch, park, and dock. After a lengthy discussion, the Task Force reached consensus to offer a weekend special dock for \$49.00 per night for a total of three (3) nights. The weekend special would include launch, parking and dockage. Daytime launch, park and dock for up to five hours of dock use for \$25.00. For both specials a parking space would be assigned and a parking pass provided by staff.

iii. Monthly launch, park, and dock. The Task Force decided to delete monthly launches because of the other options available to boater.

iv. Annual launch and park (non-commercial).

Diane Bernhard provided exhibit "A".

Mayor DuBois stated that the County Ordinance for fees regarding launching and parking at County parks the fee is only collected on parking and there is no launching fee.

After a lengthy discussion, the Task Force reached consensus to offer an annual parking pass for \$99. Launching would be free.

v. Annual launch and park (commercial). After a lengthy discussion, the Task Force reached a consensus of offering an annual commercial launch and park for \$150.00.

vi. Overnight parking fee. The Task Force reached consensus to offer a \$25.00 over night parking fee.

The Task Force reached consensus that launching would be free. The Task Force discussed that all vehicles with a parking permit would be required to park in the upper lot and thus creating the lower as a premium parking area and decided to continue to discussion on the issue and work out the details the next meeting.

b. Temporary signage on the existing wall (Jamie). See exhibit "B". The Task Force reached consensus for Jamie Hart, Marina Director, to continue to work with Nadia DiTommaso, Community Development Director, the Artists of Palm Beach County, and a sign company and to bring back options at the next meeting.

c. Updating the revised set of plans, correcting for travel lane widths and ensuring the maximum usage of the largest spaces possible (Brent). See exhibit "C". The Task Force reached consensus to move forward with the proposed parking plan.

d. Further development of conceptual drawings for design of corner signage (Wayne). See exhibit "D".

e. On-site directional signage for entire Marina property (Jorge). See exhibit "D". The task force reached consensus on discussing further the signage at the next meeting. Town Manager Sugerman was tasked with contacting the Florida Department of Transportation regarding signage and placement of the signage on US1.

Discussion:

Town Manager Sugerman will send out an email with the updates for the January meeting.

New Business

No new business

Public Comment

Tom McCracken, Premier HR International – is the owner of the property across from the Marina. He suggested having a different look on the corner of Silver Beach and US Highway 1, which will define the boundary between Lake Park and Riviera Beach. He suggested different landscaping instead of a fence with a gazebo.

Mayor James DuBois – explained how the name of the Marina was established. He suggested having a sign placed on the Harbor Marina building facing the water so boaters are aware that they are in Lake Park. He stated that using the parking spaces will be a great trade off.

Next Meeting

a. January 17, 2013 at 3:00 p.m.

Adjournment

There being no further business to come before the Task Force the meeting adjourned at 4:53 p.m.

Town Clerk, Vivian Mendez Lemley, CMC

Town Seal

Diane Bernhard

Exhibit "A"
December 13, 2012

Lake Park Harbor Marina is run as a for profit marina. We must find ways to make that profit, yet still remain competitive with other launch facilities.

State Park Ramp fees:

Daily -- \$10. Annual -- \$35.

Silver Palm Boat Park (in Boca Raton)

Ramp fees:

PB County resident Daily -- \$10. Annual -- \$45.
Non-resident Daily -- \$45. Annual -- \$395.

Proposed rates for Lake Park Harbor Marina ramp launch facilities

Overnight parking rate to stay at \$25.

PB County resident Daily -- \$10. Annual -- \$125. (Offer 3 free overnight parking stays per year)

Non-Resident Daily -- \$15. Annual -- \$225. (Offer 4 free overnight parking stays per year)

Seasonal rates: Daily -- \$15. Season -- \$200. (Offer 3 free overnight parking stays per season)

Note: Taking overnight free parking into consideration, residents, non-residents and seasonal residents will all end up paying \$125. for an annual launch permit.

At our last meeting, Wayne Creber mentioned *Commercial* marina dockage fees. I wonder if there are many commercial uses for our launch ramps – brokers who sell boats off the sales floor and test drive in water, marine mechanics using the ramps to test engines and electronics.

Commercial rates: Daily -- \$20. Annual -- \$250

I would like to propose an ad campaign using email communications to marinas, boat brokerages, and marina supply stores along the eastern seaboard and all across the state of Florida. As previously discussed we can offer vacation packages for trailer-sized vessels and rigs.

Here is a list of the good-to-exceptional things that we already have to offer owners of trailer-sized vessels:

LAKE PARK HARBOR MARINA

1. _____ slip marina in a
2. Park-like setting
3. Protected harbor
4. Close to Palm Beach Inlet (Approximately one mile from inlet)
5. Fuel dock
6. 2 launch ramps
7. Fishing pier
8. Secure, clean restrooms and laundry facilities (coded access for security purposes)
9. Out-door patio seating
10. Marina event room over-looking the marina
11. Free Wi-Fi
12. Well-lit and secure over-night parking for vehicles and trailers
13. Pump-out stations (at north and south dock locations.
14. Night-time security

Other:

All slips -- Electric and water

38 Floating dock slips available on first come, first serve basis)

Fish cleaning station

Marine store (basics – boat care products, beer, soda and Gator Aid)

Walking distance to major food store

Marina office hours, 8 -5 (7 days a week)

Fuel dock hours, 8 – 4:30

Suggestion:

The Town might consider a designated rinse-off stall or area near the retaining wall for boats using the boat launching facility.

Exhibit "B"



← LAKE PARK HARBOR MARINA



← LAKE PARK HARBOR MARINA



← LAKE PARK HARBOR MARINA



← LAKE PARK HARBOR MARINA



← LAKE PARK HARBOR MARINA

From: Jorge Quiñero
To: Dale Sugerman
Subject: Marina Task Force Activities
Date: Monday, November 26, 2012 12:51:20 PM

Exhibit "D"

Directional Signage

Dale,

At our last meeting, you asked me to take a look at the issue of directional signage at the marina.

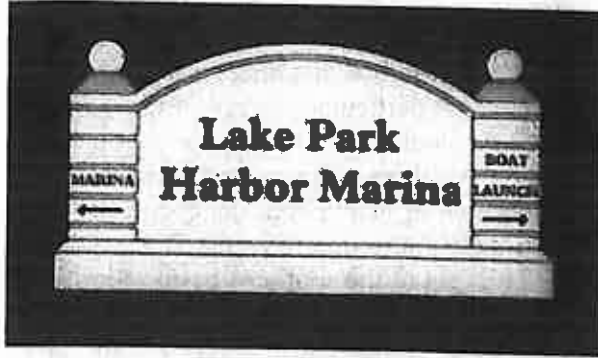
As was mentioned in the meeting, it is common for new marina customers traveling along US 1 to be confused as to where to turn in order to reach the particular portion of the marina that they intend to visit. If the customer wishes to go to the dockmaster's office or to join a dive boat, turning on to Silver Beach Road will not take them there. The turn on Silver Beach Road is just for customers who wish to launch their boat or visit a boat docked in the northern basin. They would instead have needed to take a turn onto Cypress Drive. Once they discover that, they now have to get back onto US 1 to get to the southern basin. Similarly, if customers are intending to launch their boat, they shouldn't take a turn onto Cypress Drive, though at least that mistake can more easily be corrected if they know to take a right turn on to Lake Shore Drive. Some directional signage is clearly needed.

Monument Sign at Intersection of Silver Beach Road and US 1

The first place we need to add directional signage would be at the intersection of Silver Beach Road and US 1. At our last meeting, the consensus seemed to favor a monument-style sign for the marina complex as a whole. As was mentioned, there are several companies that offer prefabricated monument signs made in part with extruded polystyrene. Whether the sign is prefabricated or is custom built with concrete block and stucco, the standard designs available for the prefabricated signs offer a good range of choices to consider for the design of the sign regardless of how it is constructed, so I use those standard designs in my discussion of options.

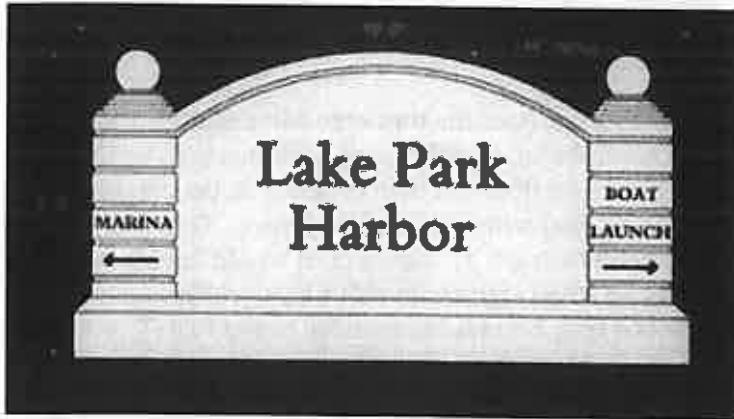
Given the limited area available for the placement of a sign at the Silver Beach Road intersection, I believe we should consider incorporating directional information within the body of the monument sign. A design with columns on each side of the main display space offers the opportunity to place directional information on each of those columns.

Here are examples of some of those standard prefab sign designs incorporating directional information on the columns, together with the current official name for the marina complex, which is the "Lake Park Harbor Marina."



Towards the end of our meeting, I believe it was Brent who noted that the name "Lake Park Harbor Marina" is a bit of a mouthful, and that perhaps we should emphasize more the "harbor" aspect of the marina by referring to the complex simply as "Lake Park Harbor". I believe that idea has a great deal of merit. Currently, the principal components of the complex are the marina, dockmaster and supporting facilities located at the south basin, and the boat launch and trailer parking facility located at the north basin. But the facility is also a fishing pier, a waterfront park and a venue for community events. The name *Lake Park Harbor* encompasses a broader range of activities, all of which are very appealing, which should have broader marketing appeal. If a hotel is ultimately built on the balance of the South Florida Yachts property as SFY once contemplated, a location on a *harbor* is more appealing, I think, than a location on a *marina*.

The following are three examples of what that sign might look like with the name as "Lake Park Harbor".



Of the three examples, the last one offers the greatest flexibility to conform to field conditions since the columns can be placed closer together or further apart without affecting the proportions of the upper arch. The size of the directional signage on the columns is also less constrained by the height of the coining used in the other examples provided. The shape will also accept the marina's graphic logo which can add color and reinforce the waterfront location. If a custom concrete sign were to be built, coins could be added on the columns that would be more customized to accommodate the proposed directional information, like this:



Intersection of Cypress Drive and US 1

If a customer intending to use the boat launch misses the turn onto Silver Beach Road, or if a customer intends to go to the marina's south basin, in either case each needs to be directed from US 1 onto Cypress Drive. Since the Town does not own property at the corner of US 1 and Cypress Drive, a sign could only be located within the right-of-way. This could pose a problem with FDOT, which has jurisdiction over US 1. Although it would have less visual impact than a monument sign, a decorative street sign could still be very effective in announcing the entrance to the marina and may be more acceptable to the FDOT. It would also be visible from both sides of US 1.

Here is an example.



Intersection of Cypress Drive and Lake Shore Drive

At this location the customer needs to be directed to either the main marina or, if they missed the first turn, to the boat launch. For this sign you could use a simpler painted or routed wood panel on a single post located within the median of Lake Shore Drive. Here is an example of the type of the information that could be provided:



Other Signs

The following signs would be useful but could be the type of basic metal signs commonly found in parking areas. Some of these already exist but would need to be augmented once the west lot is better incorporated into the overall site plan. Marina Manager Jim Hart may have some additional suggestions.

- Sign at the end of Lake Shore Drive at its intersection with Silver Beach Road directing customers to the boat ramp.
- Sign directing boaters to the west lot from the east lot.
- One Way/Exit Only sign on the east side of the connection from the east lot into the west lot.
- One Way/Exit Only sign on the south side of the west parking lot where it intersects with Silver Beach Road.
- Signs stating prices such as for overnight parking, "launch and dock", annual passes, etc.
- Signs indicating the maximum combined vehicle/trailer length for particular groups of parking spaces.