

M E M O R A N D U M

TO: Honorable Mayor and Members of the Town Commission

FROM: Dale S. Sugerman, Town Manager

DATE: March 11, 2013

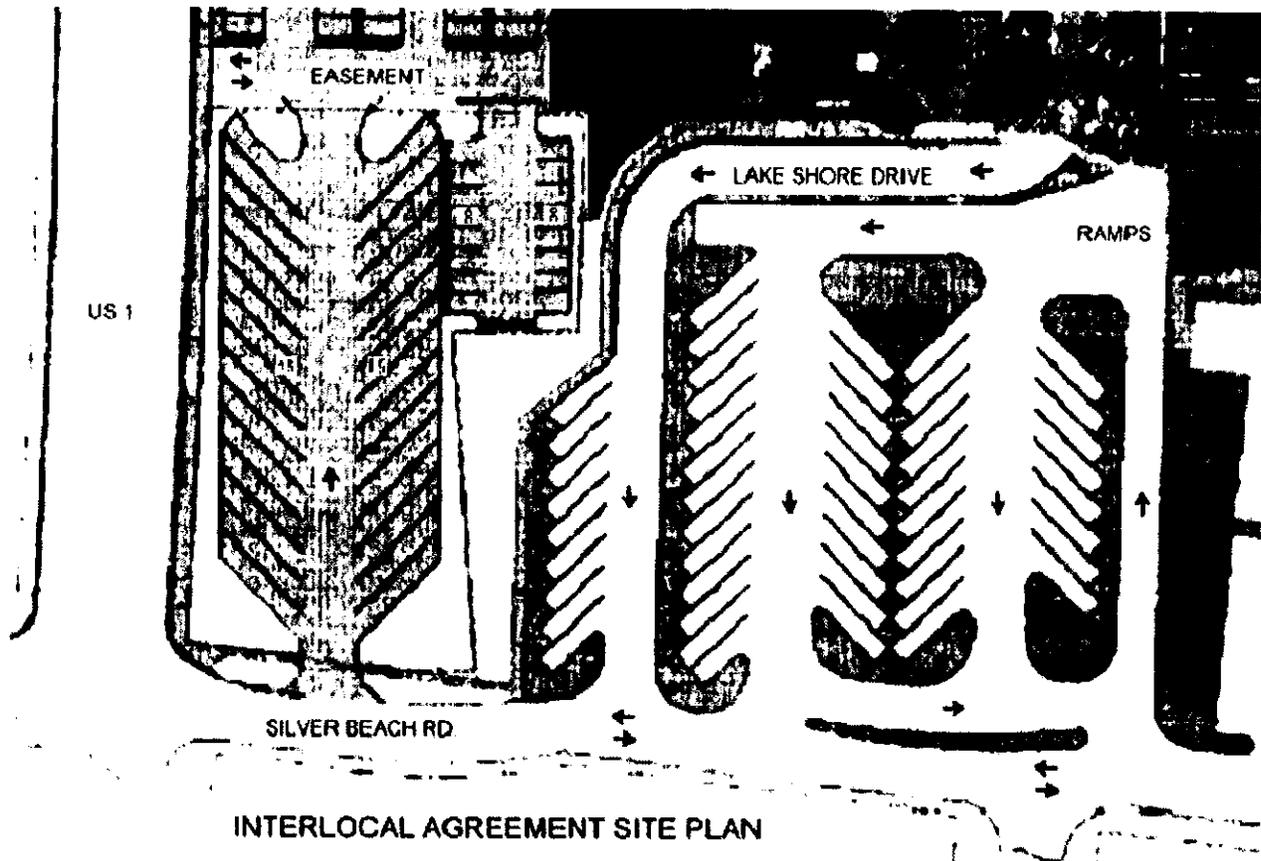
SUBJECT: Report from the Marina Task Force

In August of 2012 the Town Commission appointed 5 citizens and as town manager I appointed 4 staff members plus myself to a Marina Task Force. The 5 citizen appointees included Diane Bernhard, Wayne Creber, Erin Flaherty, Brent Headberg, and Jorge Quintero. The other four staff members included Marina Director James Hart, Public Works Director David Hunt, Project Manager Richard Pittman, and Finance Director Blake Rane. The Marina Task Force was given three specific assignments and six months to complete those assignments. The assignments included:

- 1) Dealing with parking at the Marina (including the configuration of the existing lot and better integration of the corner lot at US 1 and Silver Beach Road).
- 2) Dealing with traffic flow at the Marina (including 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).
- 3) Developing alternatives for enhancing revenues both through a reconfiguration of the existing lots, and finding a way to better utilize our daily boat launch ramp and supporting facilities.

The Task Force met once a month, for six consecutive months between the months of September 2012 and February 2013. What follows below is the final report from the Task Force.

Dealing with Parking

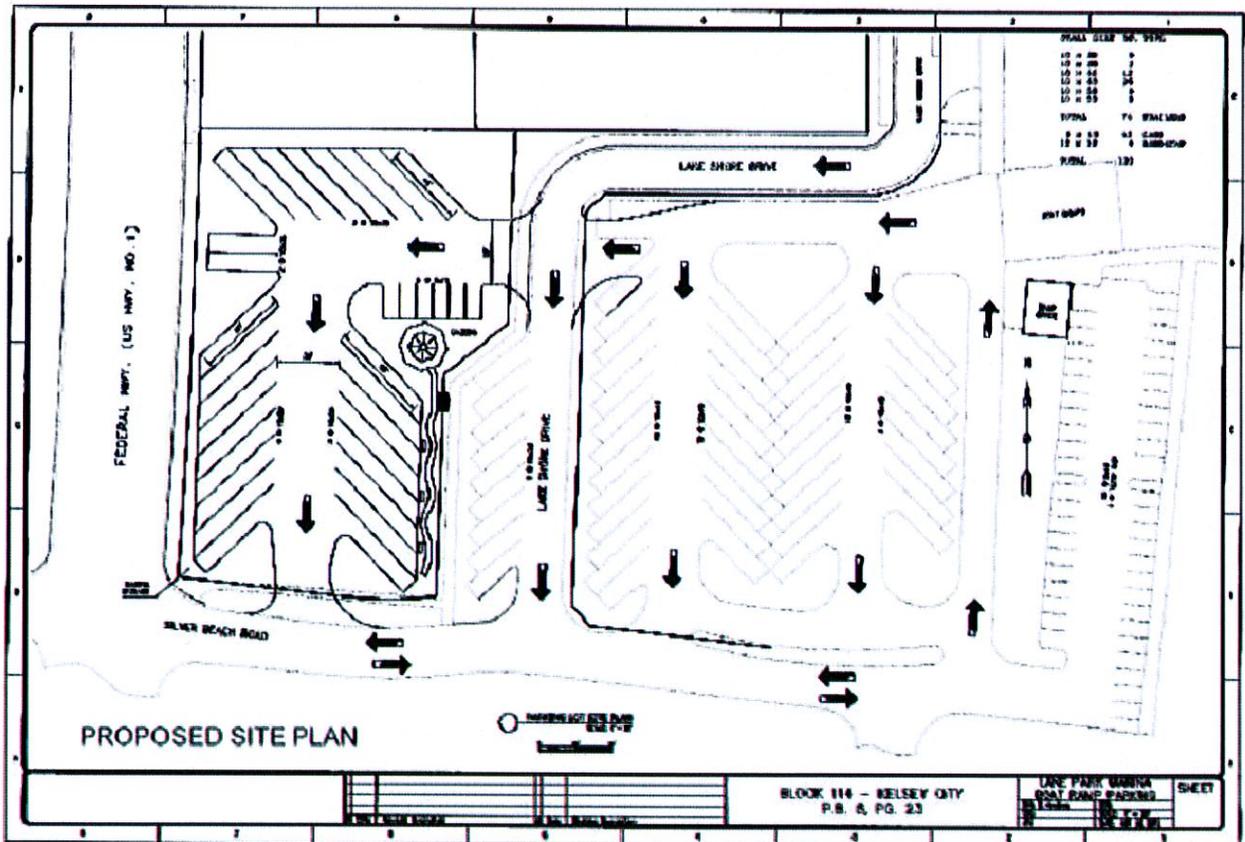


Displayed above is the existing parking configuration as proposed in the Interlocal Agreement between the Town of Lake Park and Palm Beach County which funded the acquisition of the upper parking lot along Federal Highway. It reflects the existing parking lot configuration with the exception of the 16 proposed standard sized car parking spaces which have yet to be constructed.

When one analyzes the current use of the existing parking lots (both the lower existing parking lot and the upper recently purchased parking lot) it is apparent that the parking stalls do not easily accommodate the size of the largest rigs that trailer boats to the facility, launch their boat and then park in the parking lot. Many trucks with large trailers actually jump the wheelstops in the lower lot because the length of the truck and trailer do not fit within the existing parking spaces in the lower lot. If they didn't jump the wheelstop, the back end of the trailer would hang into the travel lane. Also, many of

these larger rigs do not park in the upper parking lot (which can handle the larger rigs) because movement into and out of the upper parking lot is difficult at best.

The first effort of the Task Force was to develop a conceptual parking plan to integrate the lower and the upper lot, with as many larger (55' and 50') parking spaces as physically possible fitting into the upper parking lot only; such that the lower parking lot would not need any significant reconfiguration and costs could be held to a minimum.



The conceptual parking plan above, which has been developed with the help of Task Force member Brent Headberg, would accommodate eight 55' and nine 50' parking spaces in the upper lot (see also Attachment A). As proposed, the reconfigured upper lot can be easily reached after the boat is launched at the ramp.

Once the upper and the lower parking lots are physically reconfigured, the overall parking space count would result in the following total parking spaces being available throughout the Marina:

Parking Space Configuration

<u>Size of Parking Spaces</u>	<u>Number</u>	<u>Type</u>
10' x 55'	8	Vehicle & Trailer
10' x 50'	9	Vehicle & Trailer
10' x 45'	36	Vehicle & Trailer
10' x 40'	12	Vehicle & Trailer
10' x 38'	2	Vehicle & Trailer
10' x 30'	<u>9</u>	Vehicle & Trailer
Trailer spaces	76	
9' x 19'	42	Automobile
12' x 19'	<u>4</u>	Handicapped
Automobile spaces	46	
Total Parking Spaces	122	

In advance of the development of the proposed conceptual parking plan for both the upper and lower parking lots, including the creation of eight 55' parking spaces and nine 50' parking spaces in the upper lot, a survey was conducted over a period of approximately three weeks by Marina staff of the number and lengths of the larger rigs typically using the facility. Results showed that there were approximately seven (7) larger rigs ranging from 50' to 55' in length that parked in the lower lot during the survey time frame from 9/21/12 to 10/15/12. The number of larger rigs in the 50' to 55' size range represented approximately 12% of the total number of rigs surveyed; or approximately 7 out of a total of 60 rigs. The number of larger rigs in the 50' plus size range would typically be higher during the summer season when the boat ramp facility is at its peak use.

The proposed conceptual parking plan (Attachment A) depicts 27 large parking spaces and 6 car parking spaces in the upper parking lot. The InterLocal agreement (ILA) between Palm Beach County and the Town of Lake Park for the acquisition of the upper parking lot calls for an "additional 30 boat trailer parking spaces along with 16 standard vehicle parking spaces" (see Section 2.01, Exhibit "A", Phase I, No. B of the InterLocal Agreement R2010, 1943, dated November 16, 2010). Obviously, the proposed

conceptual parking plan does not meet the exact intent of the ILA. That being said, it is the belief of the Marina Task Force that the proposed conceptual parking plan results in a much better parking scheme than what was envisioned when the ILA was approved by Palm Beach County and the Town of Lake Park.

The proposed conceptual parking plan is a much better parking scheme for a number of reasons. First and foremost, as proposed, it provides an adequate number of very large parking spaces such that larger rigs will have easily accessible parking spaces in the upper lot where they will not have to jump any wheelstops to fit into a properly sized parking space. Second, the proposed conceptual plan has been designed to increase the utilization of both the existing lot and the upper parking lot due to the proposed interconnectivity of the two lots. Finally, and possibly most importantly, the reconfigured parking plan greatly enhances safety for boat-hauling traffic. All of the traffic movements have been internalized to the parking areas; with no ingress or egress from U.S. Highway 1 (Federal Highway). All internal travel lanes are one-way, thus ensuring that no rig will be put into a position of having to back up (but to leave from a parking space). Finally, any rig which leaves the parking lot must do so via the signalized intersection of Federal Highway and Silver Beach Road.

The conceptual parking plan creates 25 large (45', 50' and 55') boat trailer parking spaces, 2 smaller trailer spaces (38') and 6 standard parking spaces in the upper lot. While the Interlocal Agreement calls for "30 *additional boat trailer parking spaces* (without any indication of size) *along with 16 standard vehicle parking spaces*" (emphasis added), the proposed conceptual parking plan better utilizes the existing space of the upper parking lot to meet the demand for the much needed longer trailer spaces. While the Task Force attempted to develop a conceptual parking plan which satisfied the Interlocal Agreement, the resulting plan better addresses market demands and will increase utilization of the upper lot through improved traffic flow.

Since the proposed conceptual parking plan cannot meet the exact intent of the ILA, Palm Beach County will have to be approached for acceptance of the proposed conceptual parking plan via a modification of the Interlocal Agreement.

The conceptual parking plan is just that; it is conceptual. If the proposed parking plan is to become a reality, it would have to be designed by a licensed professional engineer, and all of the appropriate permits would have to be obtained before this project could be bid out to a licensed contractor to undertake the necessary construction. No budget estimates have been developed at this time. Should the Town Commission wish to proceed with the proposed parking plan, then a budget would have to be developed.

Dealing with Traffic Flow

At present, the traffic circulation through both the lower parking lot and the upper parking lot is not working effectively. Anyone who would like to park their truck and trailer in the upper parking lot has to negotiate a series of tight turns to get into the lot, and then negotiate an awkward set of maneuvers to exit the upper parking lot onto U.S. 1. To that end, the Task Force has developed a safer plan of traffic flow which corrects the current conditions, ultimately directing the flow of all truck and trailer traffic to utilize the signalized light at U.S. 1 and Silver Beach Road. This makes for a much safer movement when exiting the Marina site.

The new pattern of traffic flow includes the following dynamics:

- Lake Shore Drive would remain southbound only from Cypress Drive to Silver Beach Road.
- The traffic pattern through the eastern (lower) parking lot remains the same. The western (upper) lot can only be accessed from Lake Shore Drive or from the boat ramp drive aisle.
- All traffic patterns along the parking aisles with pull-in parking spaces are conveniently set up as one-way only parking.
- A new access drive will be constructed at the point where trailers traveling south on Lake Shore Drive can make an easy right hand turn into the upper parking lot (at the western-most 90° bend in the road). This new access drive to the upper parking lot is also directly in line with the boat ramp, providing easy access between the ramp and the upper parking lot.

While not a physical improvement, it will also be necessary to redefine the existing right-of-way of Lake Shore Drive in as much as current and future plans have moved Lake Shore Drive to the west; but the legal description has not been adjusted accordingly.

To summarize, boat trailer traffic will enter the Marina either from Lake Shore Drive or Silver Beach Road, eventually driving to the southeast corner of the property. All vehicles would then turn left (to the North) at the eastern most traffic aisle, continuing northbound until reaching the boat ramp. The boat could then be launched and the vehicle and empty trailer would travel westward to one of the appropriate parking aisles (with oversized rigs being directed to the upper parking lot). A traffic flow map can be found in Attachment B.

Another topic dealing with traffic flow addressed by the Task Force was the issue of signage (both locational and wayfinding). The Task Force recognized that appropriate signage both along the U.S. 1 roadway corridor and near and within the Marina property is critical. Therefore, a full report with recommendations and alternatives was developed by Task Force member Jorge Quintero. The members of the Task Force have fully endorsed Mr. Quintero's work. A copy of his report and recommendations can be found in Attachment C.

Finally, although it was not a specific assignment, the Task Force considered the topics of landscaping and architectural features, such as a gazebo or pergola. Colors were also discussed and the Task Force would like the ultimate plans to include signage and architectural features with *Lake Park Yellow* and existing tan as the basic colors used throughout the Marina property. The conceptual parking plans do identify locations for potential architectural features which should be built to match the existing Marina color and design scheme.

Developing Alternatives for Enhancing Revenue
(Lot Reconfiguration and Boat Ramp)

The Marina Task Force studied the topic of enhancing revenues, based upon a reconfiguration of the two parking lots as well as the use of the boat ramp facility. The Task Force developed a plan wherein the Lake Park Harbor Marina facility would do everything that it could to encourage an increased usage of the facility. To that end, it was suggested that we should encourage use of the facility by providing free boat ramp launch services (currently we charge \$10.00 per launch) and that we concentrate on generating additional revenue by charging for the use of the parking facilities as well as the current availability of some of the slips for daytime or weekend use (short-term only).

In addition, it has been suggested by the Task Force that a variety of launch, park, and dock options should be offered to weekend transient boaters. The following fee schedule has been developed:

Launch fee:	No charge.
Parking (in numbered spaces):	\$2.00 per hour with a 5 hour minimum*.
Daytime launch, park, and dock:	\$25.00**
Launch, park, and weekend dock:	\$49.00/night up to a 3 night maximum**
Annual non-commercial daytime parking pass:	\$50.00 to \$75.00***
Annual commercial parking pass:	\$150.00**

* Using the current parking meter kiosk system.

** Special use passes to be purchased at the Dockmaster's office.

*** Members of the Task Force could not agree on a final fee for this service and therefore a range of costs has been outlined in the report.

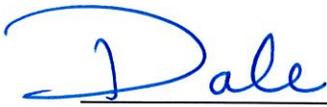
Summary

In summary, the Marina Task Force is making the following recommendations:

- Implement the integration of the two parking areas based upon the conceptual parking plan enclosed herein (Attachment A).
- Change the traffic flow pattern of the entire parking areas based upon the traffic pattern enclosed herein (Attachment B).
- Develop and implement a new locational and wayfinding scheme of signage (Attachment C).
- Modify the parking fee structure based upon the schedule outlined above in this report.
- Approach Palm Beach County to request a modification to the existing Interlocal Agreement.

On behalf of the Town Commission, myself, the members of the staff, and the residents of the Town of Lake Park, I would like to thank all members of the Marina Task Force for their incredible hard work, their tremendous insight into the subject, their individual and collective skills, and the end product which has resulted in this Report.

Respectfully Submitted,

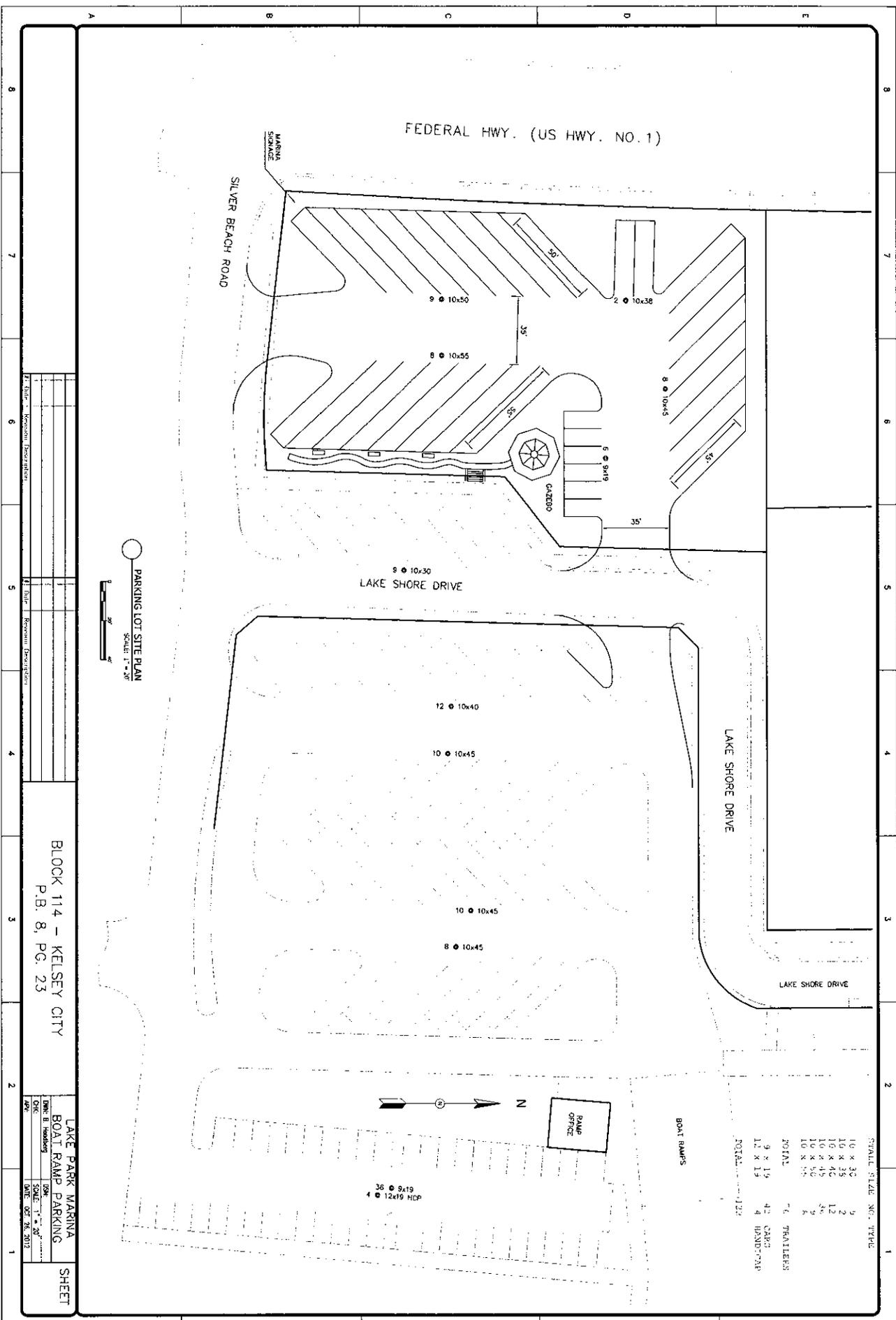


Dale S. Sugerman, Ph.D.
Town Manager

cc: Members of the Marina Task Force

ATTACHMENT

A



NO.	REVISION	DESCRIPTION
1		
2		
3		
4		
5		
6		
7		
8		

BLOCK 114 - KELSEY CITY
 P.B. 8, P.G. 23

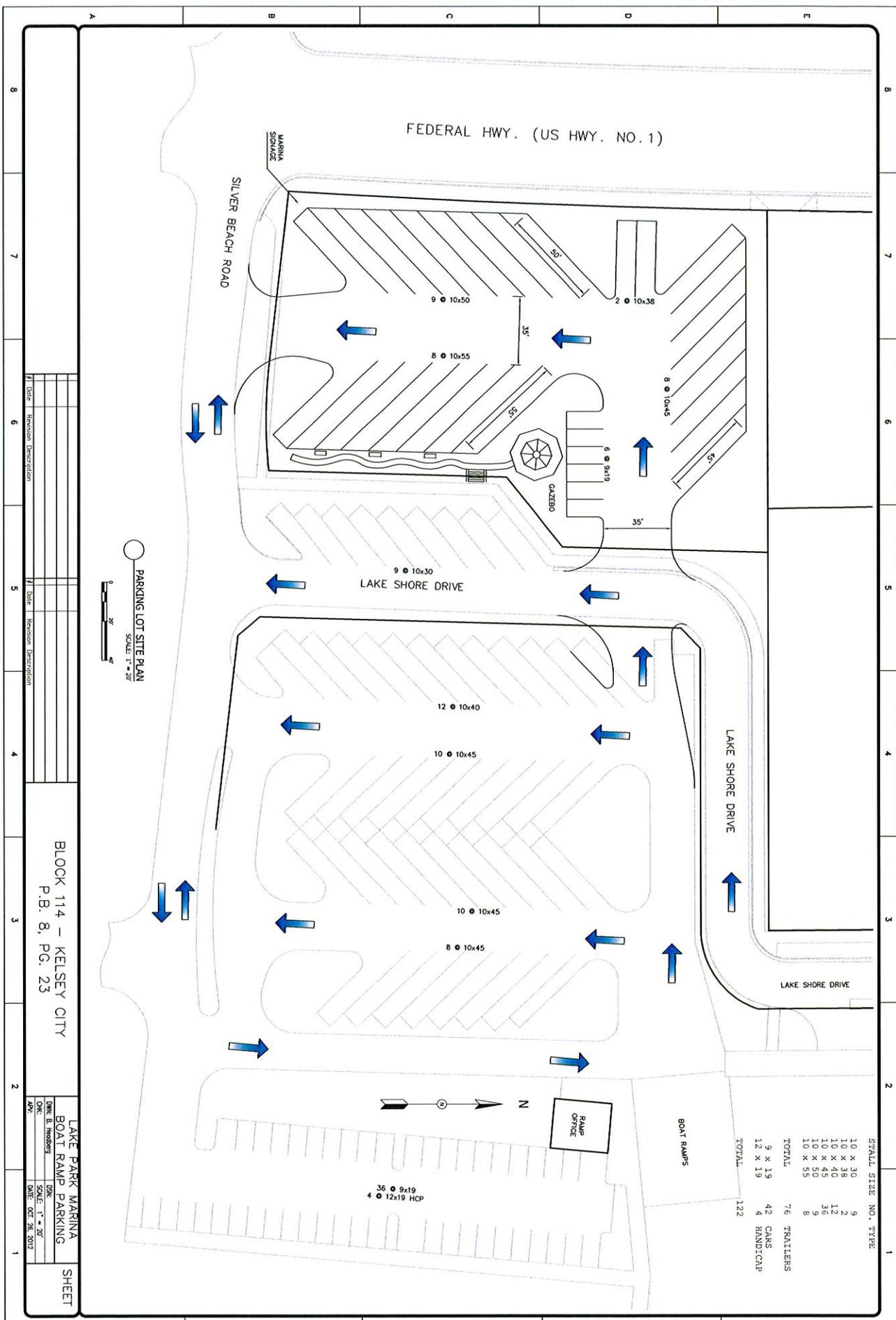
LAKE PARK MARINA
 BOAT RAMP PARKING

DATE: OCT. 26, 2012

SHEET

ATTACHMENT

B



FEDERAL HWY. (US HWY. NO. 1)

SILVER BEACH ROAD

MARINA STORAGE

GAZEBO

LAKE SHORE DRIVE

LAKE SHORE DRIVE

LAKE SHORE DRIVE

RAMP OFFICE

BOAT RAMPS

36 ● 9x19
4 ● 12x19 HCP

STALL SIZE	NO.	TYPE
10 x 30	9	
10 x 38	2	
10 x 40	12	
10 x 45	36	
10 x 50	9	
10 x 55	8	
TOTAL	76	TRAILERS
9 x 19	42	CANS
12 x 19	4	HANDICAP
TOTAL	122	

PARKING LOT SITE PLAN
SCALE: 1" = 20'

Date	Revision Description

BLOCK 114 - KELSEY CITY
P.B. 8, PG. 23

LAKE PARK MARINA
BOAT RAMP PARKING
SHEET

DATE	02.26.2013
SCALE	1" = 20'
DRN	B. Henderson
CHK	
APP	

ATTACHMENT

C

ATTACHMENT C

Marina Signage Report and Recommendations.

By Jorge Quintero

Looking at the directional metal signs the Town has placed on US 1 and Dixie highway that include the Town logo and a background of blue with white letters. I don't know what the dimensions of the signs are, or the height that they need to be, but I am assuming that the Town can craft the signs to meet the required height and dimensions. I attempted to use the font style that appeared to me closest in appearance to the existing signs. What I am showing for the "Lake Park" letters is the font known as @MingLiu. The marina letters are Arial Bold, but in both cases they should be the same as what has been used on the current signs.

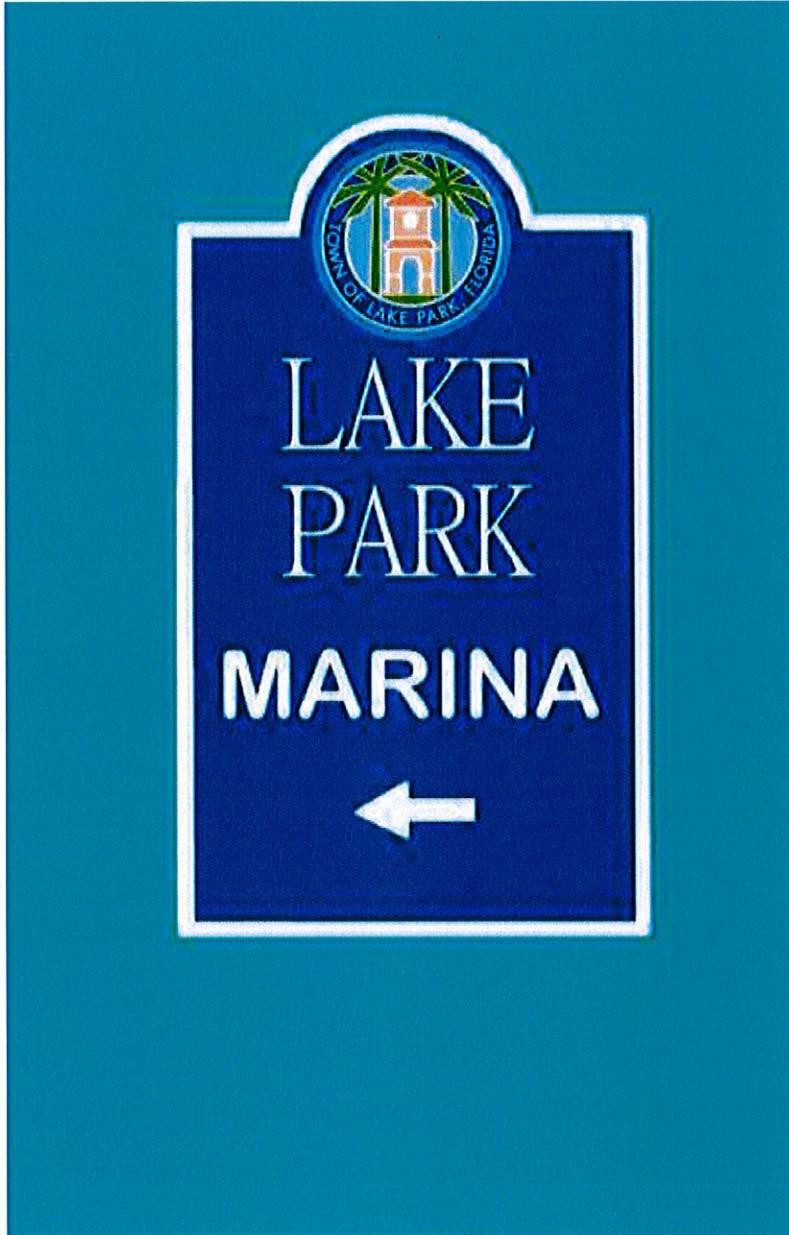
The following sign would be placed on the east side of US 1, facing south, at the corner of Cypress Drive and US 1. It would direct northbound traffic to turn right on Cypress Drive.



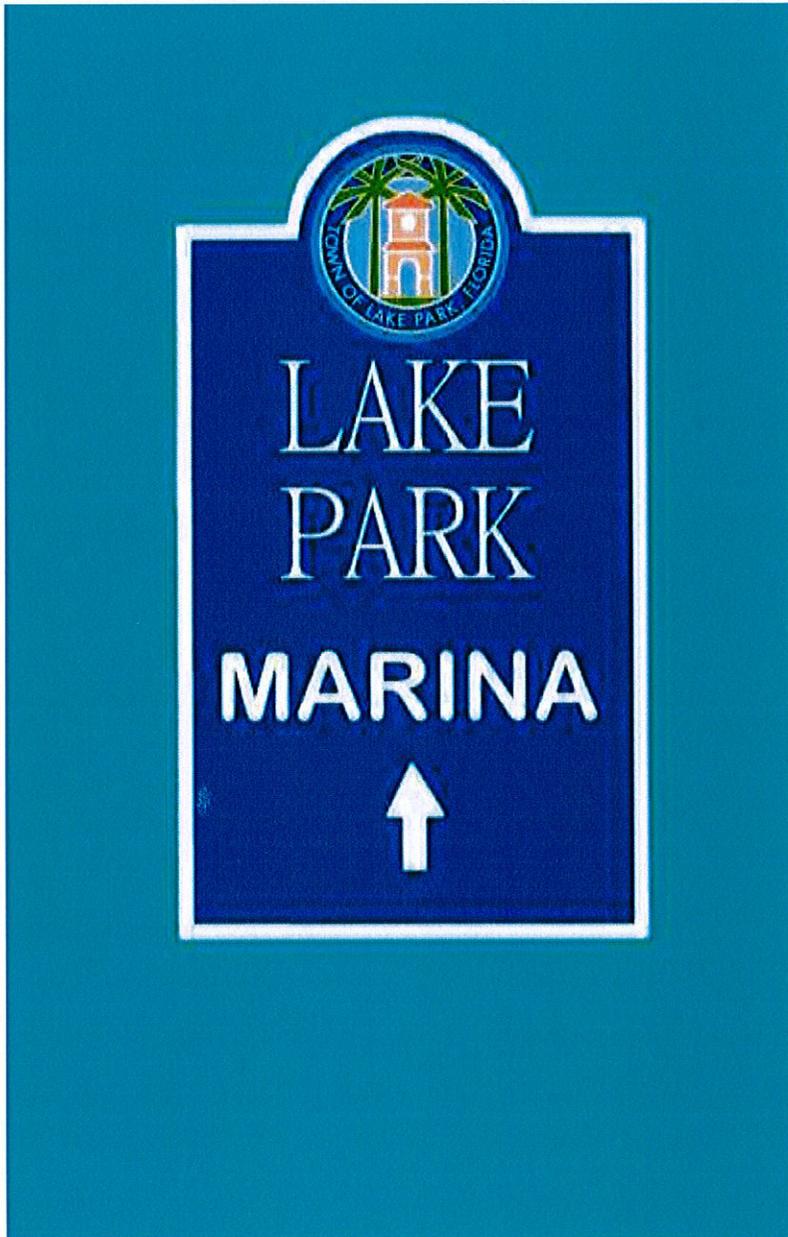
LAKE
PARK
MARINA



The following sign would be placed on the west side of US 1, facing north, either within the R.O.W. or within east/west drainage easement the Town owns in the vicinity of the Dunkin Donuts store. It would direct south bound traffic to turn left onto Cypress Drive.



If a suitable location can be found, I think it would be helpful to have the following sign somewhere further north on US 1, perhaps just behind the northernmost Town entry sign at US 1 and Palmetto. It would direct southbound traffic toward the marina.



In addition to the directional signs, I was asked to consider additional options to the monument sign at the intersection of US 1 and Silver Beach Road. I was asked to present the signs with either the Town logo or the Marina logo, and to present them with the entire name "Lake Park Harbor Marina" on one and two lines, as well as the shortened name "Lake Park Marina" on a single line.

I was also asked to include colors utilized on the existing town entry signs, which I was told was sort of yellow and tan. They appeared more beige and tan to me, but for purposes of this presentation, I am utilizing yellow and tan. Colors are difficult to match on computer screens as the screen colors themselves will vary significantly. For purposes of these drawings, the colors are meant primarily to indicate where the contrasting colors occur. The actual colors should be verified by staff. Fonts are the same as those used on the directional signs.

Here are the versions utilizing the Town logo. The first one is with the long version name "Lake Park Harbor Marina" on a single line.



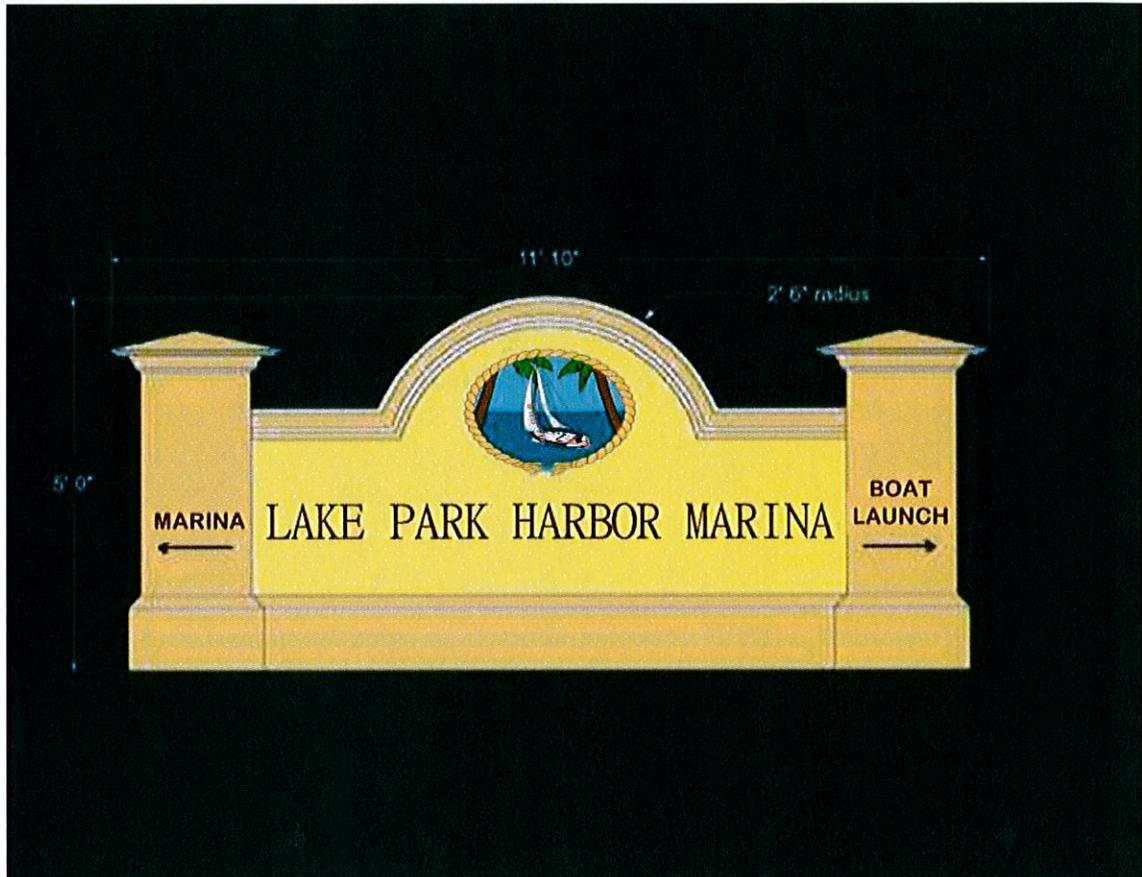
This version is with the Town logo and the long-version name on two lines.



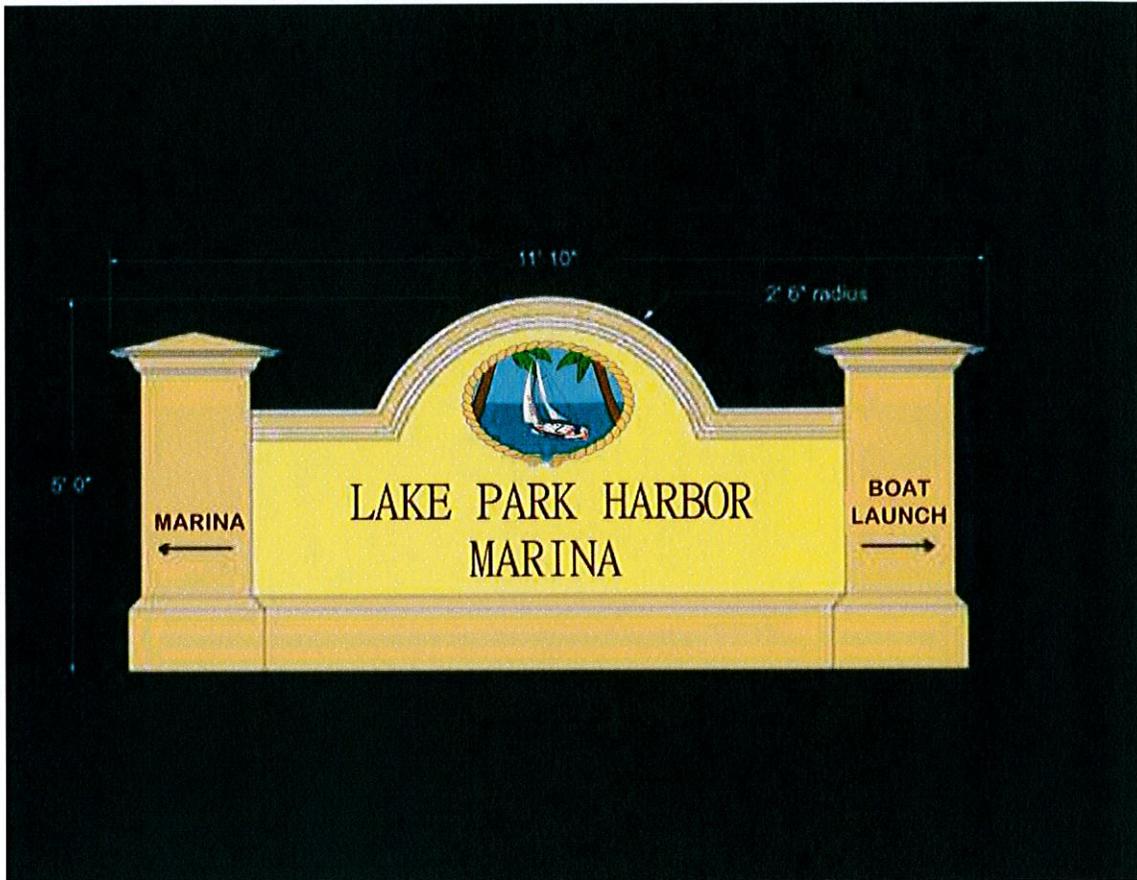
Here is the version with the Town logo and the shortened name "Lake Park Marina".



The next three versions utilize the marina logo. The first one presents the long version name "Lake Park Harbor Marina":



This one uses the marina logo with the long-version name on two lines.



The last version utilizes the marina logo with the shortened name “Lake Park Marina”.

