

Date: October 19, 2011

To: Mayor Flury, Vice Mayor Grace, Commissioner Castro,
Commissioner Duke and Commissioner McElyea

From: Colin Donnelly, Assistant City Manager

Through: Robert Baldwin, City Manager

Subject: Beach Master Plan
Coastal Partnership Initiative Grant (DEP)

The City has finally received the grant agreements from the DEP for the beach master plan, which will be on the on the next city Commission agenda for approval. Prior to approval of the grant agreement, I would like to review the scope of work with the City Commission and seek general input prior to starting the project. The grant proposal for the master plan concentrates on environmental issues; however, considering the planned marina improvements and the opportunity to with a new restaurant tenant this would be a good opportunity to discuss the vision for the beach.

The Community Development Department will be managing this project and is now actively identifying stakeholders and developing an outreach strategy.

This project has been discussed during the capital discussion, but there has been no appropriation by the City Commission and no planning firm has been hired. The City has two firms actively working on the beach, Metric Engineering (sea grape/ environmental) and Craven Thompson (marina).

The project's major focus areas and objectives that are identified in the application are as follows:

The proposed project consists of developing a master plan for the rehabilitation and enhancement of the City's waterfront, with these major focus areas:

1. Enhancing the aesthetics, functionality and safety of the site
2. Increasing the appeal of the site to local residents and tourists, especially families
3. Assessing potential impacts from climate change and storm activities and accommodating for these scenarios in waterfront design
4. Enhancing the environmental quality of the site including public education
5. Improving the connectivity for pedestrians and bicyclists to the surrounding area

Specifically, the City will use the grant funding to contract with planning and engineering design firms to create a master plan for the reconstruction of the site.

The proposed project's objectives are those stated in the project description:

1. Enhancing the aesthetics, functionality and safety of the site
2. Increasing the appeal of the site to local residents and tourists, especially families
3. Assessing potential impacts from climate change and storm activities and accommodating for these scenarios in waterfront design
4. Enhancing the environmental quality of the site including public education
5. Improving the connectivity for pedestrians and bicyclists to the surrounding area