

DVAC Considers Parking Plan



At their October meeting, the Downtown Vision Advisory Committee (DVAC) refocused on the results from the Town's Parking Structure Feasibility Study. This report is available through the Town's website, www.townofsursidefl.gov. The Town Commission has accepted the report and acknowledged the parking deficiencies in the business district.

With their support, an extensive outreach effort to inform the community and create a constructive dialogue has begun. This will all culminate in an April 2014 detailed report that will incorporate recommendations on parking facility improvements to address the deficiencies including identifying a location, financing options and construction timeframes.

The DVAC is an open committee and Town residents, downtown property owners and business operators are encouraged and welcome to attend and become involved. Meetings are on the fourth Monday of every month at 7 p.m. at Town Hall.

Temporary Parking Solutions Instituted

With recent parking problems in the business district, the Town of Surfside and the Parking Enforcement Team have implemented a series of temporary solutions to relieve parking issues for residents, visitors and employees:

- The Master Pay Stations in the business district have been reprogrammed from four hours to a two hour limit from 6 a.m. – 3 p.m., Monday through Friday.
- Municipal lots in the business district are closed to construction vehicles from 6 a.m. – 9 a.m.
- Vehicle tires are chalked every two hours in the municipal lots and along Harding Avenue to enforce two hour limit.
- Four hour parking limit enforced for overnight parking.
- Referred construction project managers to available parking lots for leasing in Miami Beach, Bay Harbor Islands and Haulover for alternative parking for the workers.
- Discontinued parking permits in the Post Office lot.
- Reduced parking permits sold to the construction site from 65 to 10 permits for administrative personnel in the 94 Street lot.

For more information regarding the *It Happens on Harding* stories, contact Duncan Tavares, TEDACS Director at dtavares@townofsursidefl.gov or (305) 864-0722.

IT HAPPENS

ON HARDING AVE

Keep the Alleys in the Business District Tidy

Surfside has recently increased Code Compliance efforts in the alleys located in the business district. The maintenance of alleys, whether public or private, is the responsibility of the landlord and tenant business owners. Alleys must be maintained in a clean and litter-free manner, together with any walkways, grass strips or paved areas up to and including the median point of the alley. This includes the maintenance of any grasses, shrubs, trees and overgrowth of weeds. All garbage must be enclosed in plastic bags prior to placement in garbage containers. Containers must be monitored to ensure the garbage remains inside. Lids must be kept closed and the surrounding areas kept clean. Cardboard boxes, wooden and paper cartons must be broken down before placing in recycling bins. Shopping carts must be promptly collected.

Straw Ballot for Business Improvement District



The Town Commission has authorized a straw ballot to gauge interest from the downtown property owners in creating a Business Improvement District. Extensive outreach to the downtown property owners and business operators has been conducted and an organizational plan has been presented that covers advocacy, marketing, events and costs. After receiving the results of the ballot, the Town Commission will decide whether to proceed

through the legal requirements to formalize the BID process and its possible formation.

Beauty Salon Open in Business District



Elle Air Blowdry + Makeup bar is the newest affordable addition in Surfside. Located in the business district, Elle Air provides a relaxing, stylish and modern atmosphere.

Whether it's a weekly visit or a special occasion, women of all ages will find a style to suit their needs. Enjoy refreshments while selecting a style from the menu – from "perfectly messy" beach waves to smooth and straight. Appointments are 45 minutes or less. Located at 9480 Harding Avenue (305) 763-8385. Email: appointments@elleairbeautybar.com or visit www.elleairbeautybar.com

New Hotel to Provide Tax Revenue

The new Grand Beach Surfside Hotel is scheduled to open this month. Through the foresight of the Town Commission, this project was approved to reverse a forecasted trend of increased resident taxes because of a lack of growth in commercial property contributions. This development will not only contribute approximately \$560,000 in annual property tax, but will also contribute an estimated \$650,000 in resort taxes. The State of Florida allows Surfside to charge 2% on food and beverage and a 4% tax on hotel room rates.



The majority of this tax (66%) goes to support the operation of the Community Center; thus lessening the burden on residents. The remainder (34%) is allocated to support tourism initiatives through the Town Commission appointed Tourist Board. The hotel will also contribute almost \$100k in street and beach access improvements, utility undergrounding and towards the operation of an additional lifeguard station – not to mention the enormous economic benefit to the downtown district from the shopping and dining by the new visitors.

Next month Let's Talk Tourism will focus on the grand opening of the hotel and our new visitors. In the meantime check out the hotel on their website: www.grandbeachhotelsurfside.com.

FIU Intern Recognized



Irina Mocanu, a student at Florida International University, spent the summer learning about municipal administration serving as Surfside intern in Code Compliance and the Tourist Bureau. She received a plaque for her contributions. (L-R) Duncan Tavares, Joe Damian, Intern Irina Mocanu and Mayor Daniel Dietch.

Turtles on the Move!

Suddenly, Surfside Town Hall area has become a hot spot for turtle viewing. With the current landscaping and refurbishment project underway in the Harding Avenue business district, ten of the Tales of Surfside Turtles have been moved to 93rd Street between Collins and Harding Avenues, with five of the sculptures on each side of the street adjacent to Town Hall. They join the two that are located outside the Community Center. Stop by for a look and remember that many of the turtles are still available for "adoption." For more information, contact Duncan Tavares at dtavares@townofsurfsidefl.gov.



93rd Street has become "Turtle Walk" with 10 artistic sculptures for viewing.

Young Israel Construction Underway

Construction is underway at the new home of the Young Israel Synagogue, a stately new facility at 9580 Abbott Avenue. The 250,000 square foot building is projected to be completed by the fall of 2014, in time for the Jewish New Year. To see how the building is progressing, visit www.yibh.org and read the Building News.

Street barriers have been placed along the property on 96th Street for redirection of traffic lanes around the bus stop, and the closing off of pedestrian traffic on the sidewalk, in preparation of the heavy equipment that will be required to be stationed at the site. Fencing has been installed around the perimeter of the property.

The synagogue, which was founded in March of 1999, has been housed in several Surfside locations. Initially, services were conducted in a meeting room in the old Hotel Coronado on Collins Avenue and 95th Street. The Young Israel then moved to the second floor of the Amtrust Bank in the early 2000s where it holds services today.

"It is with much anticipation that we look forward to the time our synagogue will move into our new building," states Jack Gluck, a synagogue past president and Building Chair.