



Town of Surfside

**DOWNTOWN VISION ADVISORY COMMITTEE
AGENDA**

June 17, 2021 – 6:00 p.m.

*9293 Harding Avenue, 2nd Floor, Manny Crawford Conference Room
Surfside, FL 33154*

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Minutes – March 18, 2021**
- 4. Resort Tax Collection & Vacancies Report**
- 5. Tourist Board Update**
- 6. Downtown District Walkability Update**
- 7. Alleyways**
- 8. Art in Public Places Allowable Areas**
- 9. Rooftop Dining Downtown**
- 10. Abbott Lot Paint Colors**
- 11. Holiday Lighting for Monument Signs**
- 12. Revisit DVAC Survey Results for Actionable Items**
- 13. Future Meeting Date – September 16, 2021**

14. Public Comment – (3-minute limit)

15. Adjournment

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT www.townofsurfsidefl.gov.

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



Town of Surfside

**DOWNTOWN VISION ADVISORY COMMITTEE
MINUTES**

March 18, 2021 – 6:00 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order at 6:04 p.m.

The following Members introduced themselves:

Chair Marianne Meishcheid
Committee Member Elliott Kula
Committee Member Meghan Rote
Committee Member Cuenca
Vice Chair Zoya Pashenko (arrived at 6:08 pm)

Also, present: Commissioner Charles Kesl, Commission Liaison
Frank Trigueros, Tourism Manager
Evelyn Herbello, Deputy Town Clerk
Clara Diaz-Leal, Tourist Board Liaison

2. Agenda and Order of Business

3. Approval of Minutes – December 15, 2020

A motion was made by Committee Member Rote to approve the December 15, 2020 minutes as amended, seconded by Committee Member Kula. The motion carried with a 4-0 vote with Vice Chair Pashenko absent.

Chair Meischeid asked for an update on the parking incentive item.

Tourism Manager Trigueros stated that Commissioner Kesl had it added to the last meeting's agenda in an effort to explore different parking incentives for the downtown district.

Commissioner Kesl stated that he has a memo regarding that item and will have it on the April Town Commission meeting agenda.

Chair Meischeid stated that she hoped the Town Commission would address it at their next meeting given the topic's importance.

4. Resort Tax Collection & Vacancies Report

Tourism Manager Trigueros gave a presentation on the Resort Tax Collection and the vacancy report. He noted shrinking differentials in the collection versus the previous year, indicating that the numbers are beginning to stabilize.

5. Tourist Board Update

Tourism Manager Trigueros updated the Committee on the Marketing Recovery Budget that was approved at the recent Tourist Board meeting. It included funds for marketing initiatives that will engage the community and promote Surfside with limited spending. He stated that next month they will be putting into place some of the practices and initiatives that are on the list.

6. Downtown District Survey Results

Public Services and Communications Director Dauginikas introduced herself to the Board Members and provided the summary of the survey. She stated that respondents were looking for a more modern aesthetics. She continued with additional respondent feedback including need of widening the sidewalks and more bike racks and biking areas.

Tourist Board Liaison Diaz-Leal asked how this correlates with the Downtown District Walkability.

Tourism Manager Trigueros answered Tourist Board Liaison Diaz-Leal's question noting this was a separate initiative, but that feedback collected may yield interesting findings that can further inform the walkability item.

Board Member Kula asked if there is something on the list that they as a committee can be useful in advancing.

Tourism Manager Trigueros stated that they can look through the survey's entered data to find feedback addressing aesthetics, for example on outdated façades.

Board Member Kula asked if there is something more concrete that they can approach and finish during their term on DVAC. He asked if there are any short-term projects that they can address and complete.

Tourist Manager Trigueros responded to Board Member Kula's question primarily pointing out opportunities to improve on communications related to information on the downtown district as indicated by the survey, which showed channels like the Town website and

social media had room for improvement. He stated that the next item, walkability, would incorporate many components including aesthetics and be more of a long-term project.

7. Downtown District Walkability

Chair Meischeid stated that this has been a concern and priority for DVAC for several years, adding that she spoke to the Town Manager about increasing sidewalk space and improving pedestrian the surface of the sidewalks. She also spoke regarding freshening up the look of the entire downtown district. She continued by referencing several diagrams created by fellow resident George Kousoulas. Mr. Kousoulas' files included ideas to widen sidewalk space by eliminating a strategic handful of parallel parking spaces along Harding Avenue.

The following individuals spoke regarding the item:

George Kousoulas spoke and walked the Committee through his findings and recommendations.

Jeff Rose

Chair Meischeid commented on the need for the walkability project.

Committee Member Cuenca asked if Mr. Kousoulas' recommendations would mean gaining or eliminating greenspace. She stated that they need to maintain their greenspace and thinks the plan is a good one.

George Kousoulas stated that his plans do not call for removing any greenspace.

Further discussion took place regarding greenspace, cross section and storm drainage.

A motion was made by Vice Chair Pashenko to recommend to the Town Commission to consider and act on widening the sidewalks collectively in order to improve sidewalk dining and walkability as well as transmitting the diagrams provided by George Kousoulas to the Town Commission for their consideration, seconded by Committee Member Cuenca. The motion carried with a 5-0 vote.

Public Services and Communications Director Dauginikas provided a presentation on the different ground coverings and the types that are available.

Chair Meischeid asked how much money was involved in this project.

Public Services and Communications Director Dauginikas answered Chair Meischeid question and stated that she will check on the time frame.

Chair Meischeid stated that she would like input from Public Works Director Stokes and if they are going forward with the sidewalks. She stated that she would like to have more information and the cost associated with this project.

Vice Chair Pashenko stated that she likes the white but does not know how well it will hold up and if these are the only three options. She prefers the white marble if these are the only ones available.

Commissioner Kesi asked if anyone knows the purpose of this and that it is harder to clean wood chips.

Vice Chair Pashenko stated that the water takes away the wood chips.

Public Services and Communications Director Dauginikas stated that is the reason these were used because they are more durable and do not wash away.

The following individual spoke:
George Kousoulas

Committee Member Rote stated that she likes the white better.

Committee Member Kula stated that he likes the white better.

Committee Member Cuenca stated that she likes the white better.

Chair Meischeid prefers the white rock as well.

8. Art in Public Places Final Recommendation

Tourism Manager Trigueros introduced the item and explained the recommendation to have an ordinance created to allow for art in public places using a special event permit for the approval process. Permits would be approved by the Tourist Board since they meet monthly.

Chair Meischeid requested that DVAC be consulted when it comes to any art projects in the Downtown Business area. She commented on the art installed on the corner of Harding and 95th and stated that it does look terrific.

Tourism Manager Trigueros stated that is ~~with~~ a different program which is a private partnership between the property owner and artist.

Tourist Board Member Diaz-Leal asked how this would be arranged since the Tourist Board meets monthly, therefore, would DVAC need to hold a special meeting.

Tourism Manager Trigueros stated that the Town would have to speak with the artist and advise them that they have to appear before the whole committee if they would like to secure approval for a downtown art display.

A motion was made by Committee Member Rote to proceed with the Art in Public Places process recommendation and that any art involving the downtown business district must also be approved by and presented to DVAC. The motion carried with a 5-0 vote.

The following individual from the public spoke:
George Kousoulas

A motion was made by Committee Member Kula to recommend to the Planning and Zoning Board to look into the requirements for low iron glass for the storefronts at Harding Avenue, and have more flexibility with the awnings on Harding Avenue, seconded by Committee Member Rote. The motion carried with a 5-0 vote.

Committee Member Kula stated that he had a call from someone that asked regarding all the Downtown District's expanded sidewalk cafes noting these may have been allowed due to the pandemic given outdoor dining restrictions.

Chair Meischeid stated that she spoke with the Town Manager regarding this same issue and asked which restaurants have permits for outside dining and that Tourism Manager Trigueros was going to follow up. She stated that the Town Manager said that the County started allowing the sidewalk dining on March 2020 and it expired March 13, 2021 and he will be addressing that issue.

Public Services and Communications Director Dauginikas stated that she spoke with the Town Manager. She stated that the Town Manager had met with Code Enforcement and he will be revisiting the permitting of sidewalk dining.

Further discussion took place regarding outside dining and what is permissible under the requirements.

Tourist Board Liaison Diaz-Leal stated that she does walk and if what they are looking for is having comfortable walking and using a stroller on the sidewalk, they do not have that currently. She stated that the businesses need walkability.

9. Future Meeting Date – June 17, 2021

Tourism Manager Trigueros advised the Board of their next meeting for June 17, 2021.

Consensus was reached to have their next meeting on June 17, 2021.

10. Public Comment – (3-minute limit)

There were no public comments.

11. Adjournment

A motion was made by Committee Member Kula to adjourn the meeting 7:23 p.m. The motion received a second Committee Member Rote. The motion carried with a 5-0.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Marianne Meishcheid, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



Surfside
FLORIDA

DVAC MEETING JUNE 17, 2021

New Businesses Coming Soon:

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. – Sushi restaurant
- 9491 Harding Ave. - Neya Restaurant (Thai)
- 9471 Harding Ave. - Kosherland expansion
- 9463 Harding Ave. - Fialkoff's Express (Pizza)

***New* Openings**

- 9504 Harding Ave. – Surfside Barbershop No. 2
(Carousel Barbershop rebrand)

***Re-covered**

- 9555 Harding Ave.

Additional Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 262 96th Street
- 9441 Harding Ave.

RESORT TAX REPORT			
February			
COLLECTIONS			
2020	2021	% change YOY	
2% FOOD/BEVERAGE			
\$ 104,332	\$ 94,172	-9.7%	
4% ROOM/BOARD TAX			
\$ 398,981	\$ 354,397	-11.1%	
RESORT TAX REPORT - HIGH SEASON 20/21			
(Dec. - March)			
COLLECTIONS			
2019/20	2020/21	% change YOY	
2% FOOD/BEVERAGE			
\$ 403,819	\$ 405,402	0.4%	
4% ROOM/BOARD TAX			
\$ 1,319,314	\$ 1,406,706	6.6%	



MEMORANDUM

ITEM NO. 7

To: Honorable Mayor, Vice-Mayor and Members of the Town Commission
From: Guillermo Olmedillo, Town Manager
Date: June 11, 2019
Subject: Alleys

The Town has two types of alleys in or near the business district. (1) De facto, and (2) Platted. Currently, there is one "De Facto" alley and two platted alleys.

The "De Facto" alley runs between properties on the west side of Harding Avenue and the apartment buildings fronting on the east side of Abbott Avenue, south of 95th Street to 94th Street ("95th Street Alley"). This alley was not originally created by plat, but appears to have been established overtime by the property owners' parcels along the alley and constitutes a part of the private parcels along both sides of the alley. The Town does not presently provide maintenance or repair to this alley.

The Platted Alleys are located from 96th Street and 94th Street behind the properties located between Collins Avenue and Harding Avenue (Location map and copy of plat attached). The 15' alleys are contained within the Plat of "Altos Del Mar No. 6," Plat Book 8, Page 106, with a limitation which states that "all alleys shown thereon are hereby granted, reserved and limited to the private use only of the present or future owners or owner of Altos Del Mar No. 6 or any part thereof." Consequently, the alleys were platted as private for the use and benefit of owners in the subdivision. Over time, the alleys may have been widened beyond the originally platted 15" feet, and have been used by business owners, members of the public and for the provision of municipal services. As a platted alley, the area is preserved for a particular purpose on the Plat and remains in place, with all the conditions attached to, until an amendment is made to the original Plat.

The Town has historically provided some maintenance and repair to the Platted Alleys, despite them having been originally platted for the private use of the owners within the subdivision. Abutting owners and operators have used this alley for vehicular access and parking, as well as members of the public.

The administration is requesting policy direction on the future maintenance and repair of the alleys, as well as the uses thereof. The options are as follows:

1. Remain as is (status quo). The 95th Street Alley on the west side of Harding Avenue would remain private and maintained by the abutting property owners along the

alley. The Platted Alleys, although privately platted for the use of owners in the subdivision, would continue to be maintained and repaired by the Town.

2. Treat the Platted Alleys as private, and turn the maintenance, repair and upkeep of the Platted Alleys to the present owners of the Altos Del Mar No. 6 Subdivision. This approach would require that the property owners along the alley and within the subdivision coordinate for maintenance and repair of the Platted Alleys, at their expense.
3. Convert the 95th Street Alley to a public alley under the ownership and maintenance of the Town. As this alley was not originally platted, and consists of private parcels along both sides of the alleys, any conversion to a public alley would require that the Town obtain ownership and/or control of the alley. This could be accomplished through eminent domain, voluntary negotiations with the property owners for conveyance, or the granting of an easement to the alley area in favor of the Town.
4. Convert the Platted Alleys to public alleys under the ownership, maintenance and/or control of the Town. The Town would assume ownership/control of the platted alleys through legal means (ownership or easement) and assume total responsibility for future maintenance. The cost of the maintenance could be passed on to the property owners as a public improvement project or a special assessment program to benefit the owners.

The alleys present opportunities to be turned into a more usable and well maintained area, that will become an asset to the Town and the abutting owners. Any future course of action should commence with a title search of the alley areas to confirm ownership or status, as well as a survey of the alleys showing dimensions. For these purposes, there needs to be a landscape/hardscape design with a description of work and materials, an estimate of construction cost, and a contract to perform the specified project.

Should the Town Commission provide direction on the alleys and agree to undertake any specific projects, staff will present an action item at the July regular Town Commission meeting.

Attachments 2

Prepared by GO

Emergency dedications duly accepted Jan. 17, 1924.
In First Circuit, Rec. No. 449, recorded in
Vol. 188, p. 301, subject to resolution of
Attorney General, Dept. of Justice.

KNOW ALL MEN BY THESE PRESENTS:

That Tatum's Ocean Park Company, a corporation of Florida, has executed a plot of Government Lot One (1) of Section 35, Township 32 south, Range 42 east, situated in Dade County, Florida, which plot has been duly recorded in Plat Book of the Public Records of Dade County, Florida, that said plot is designated as "ALTOS DEL MAR NO. 6"; a subdivision of Govt. Lot 1, Sec. 35, Twp. 32 S., R. 42 E.; that said land as shown, marked and designated on said plat is and shall be known hereafter as "ALTOS DEL MAR NO. 6"; that the tracts shown, marked and designated thereon as "Collins Ave."; "First Ave."; "Second Ave."; "Fourth Ave."; "Bay Drive"; "Unaka Street"; "Tulip Street"; "Smilox Street, are hereby dedicated to the perpetual use of the public as public highways and thoroughfares. It is hereby expressly provided that the tracts marked "A" on said plat and designated by the letter "A" together with all riparian rights and submerged land adjacent and appurtenant to said tracts so marked "A", and all alleys shown thereon, are hereby granted, reserved and limited to the private use only of the present or future owners or owner of "ALTOS DEL MAR NO. 6" or any part thereof.

IN WITNESS WHEREOF, The said Tatum's Ocean Park Company by order of its Board of Directors, by S.M. Tatum, its President and B. B. Tatum, its Secretary, has hereunto signed and affixed this 30th day of January, A.D. 1924.

TATUM OCEAN PARK COMPANY
S. M. Tatum President

Signed, Sealed and Delivered
in the Presence of:
B. B. Tatum



Monument Signs

Supplemental Holiday Lighting

Existing Option. Miami Christmas Lights.

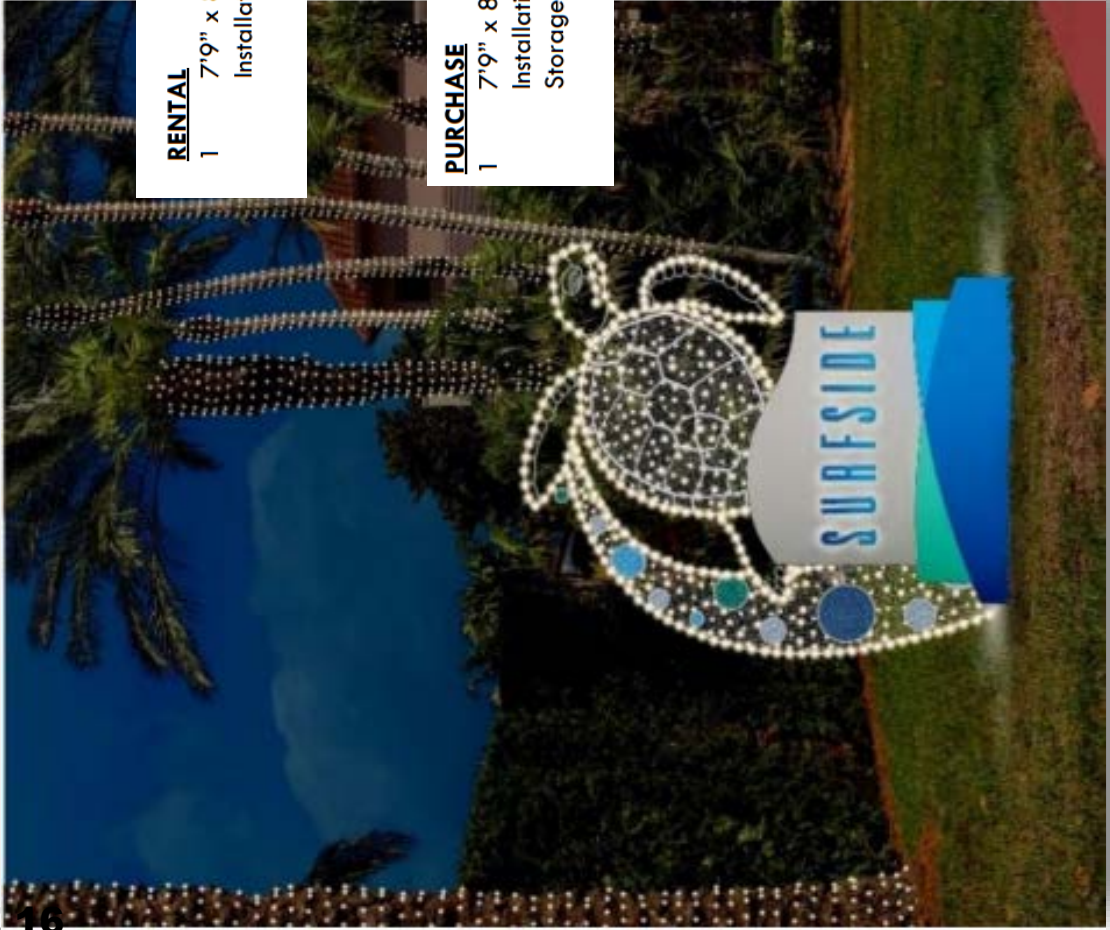


Ribbon Design

Cost: \$15,000 for 4 signs.
\$3,750.00 each.



New Options. Christmasdesigners (A)



RENTAL

- 1 7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer
Installation and Removal

\$ 3,200.00
\$ 560.00
\$ 3,760.00

PURCHASE

- 1 7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer
Installation and Removal
Storage, Insurance and Handling

\$ 5,600.00
\$ 560.00
\$ 395.00
\$ 6,555.00



New Options. Christmasdesigners (B)

Rental

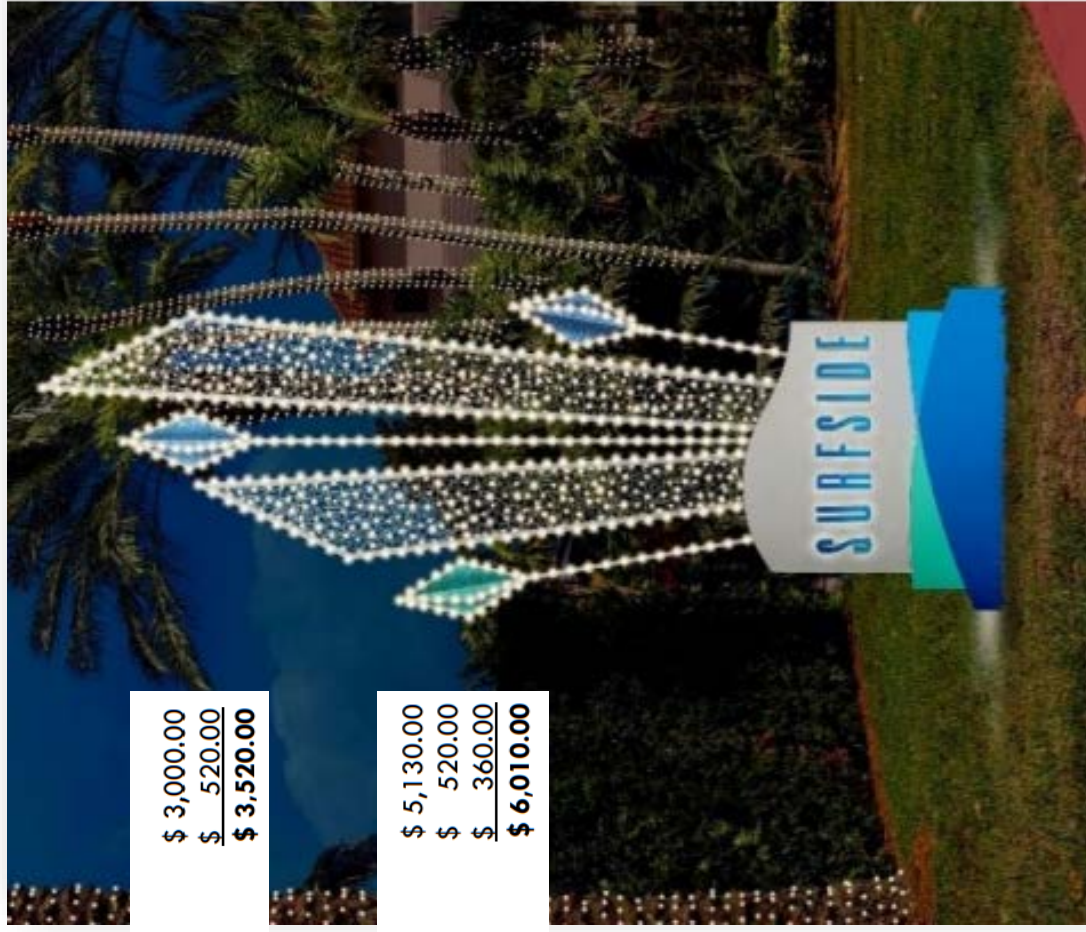
- 1 6' x 16'3" LED Modern Art Sign Enhancer
Installation and Removal

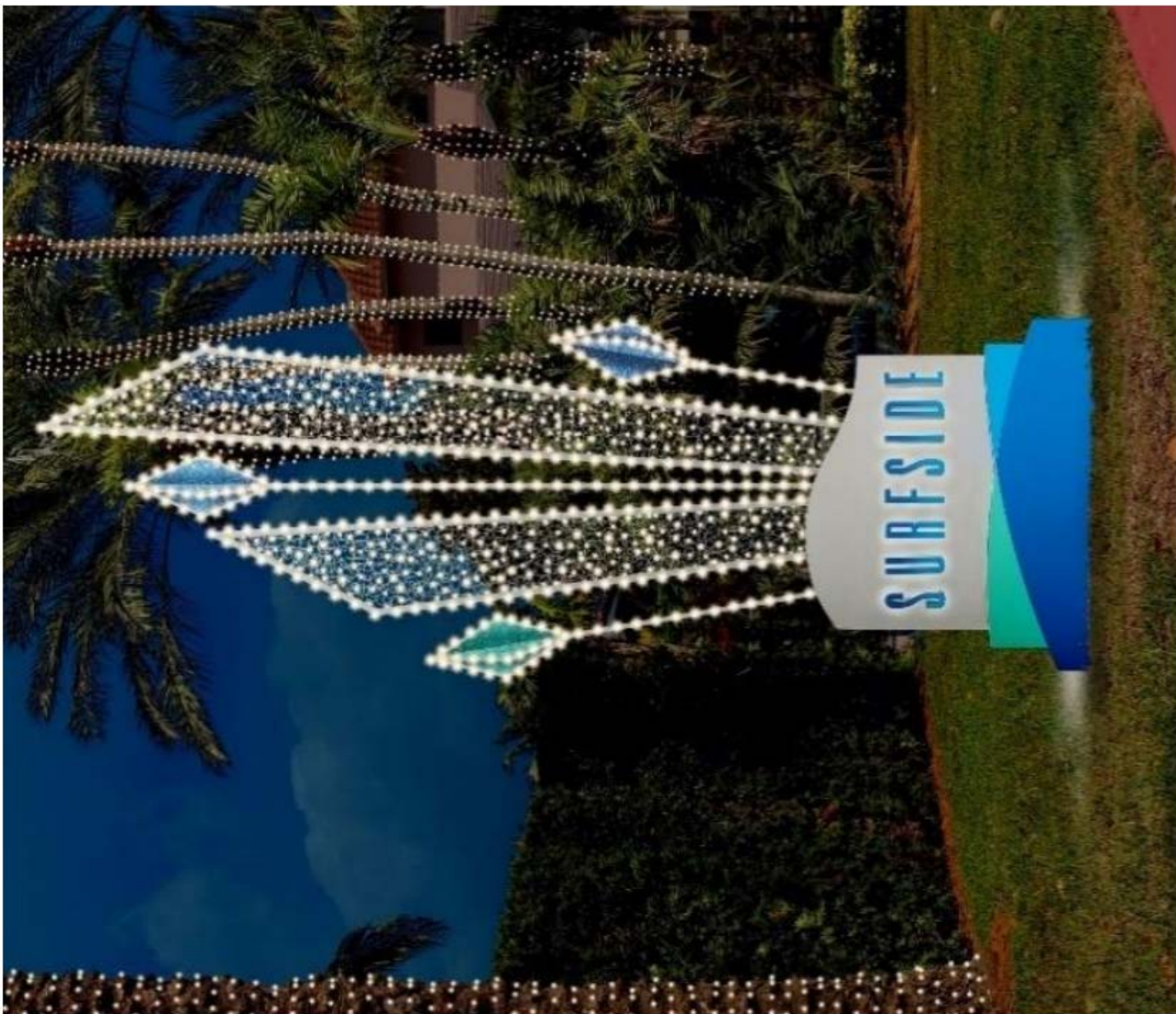
\$ 3,000.00
\$ 520.00
\$ 3,520.00

Purchase

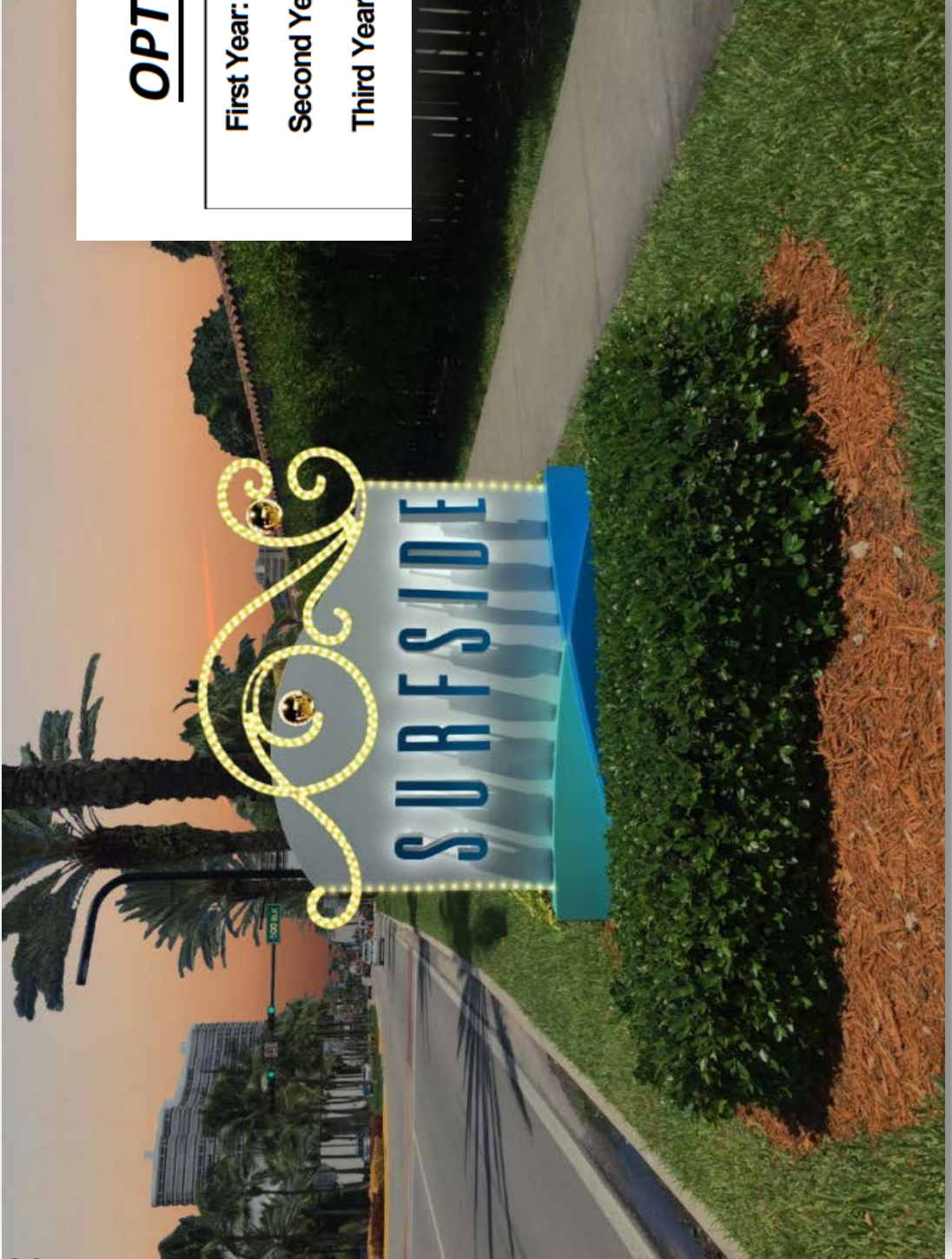
- 1 6' x 16'3" LED Modern Art Sign Enhancer
Installation and Removal
Storage, Insurance and Handling

\$ 5,130.00
\$ 520.00
\$ 360.00
\$ 6,010.00





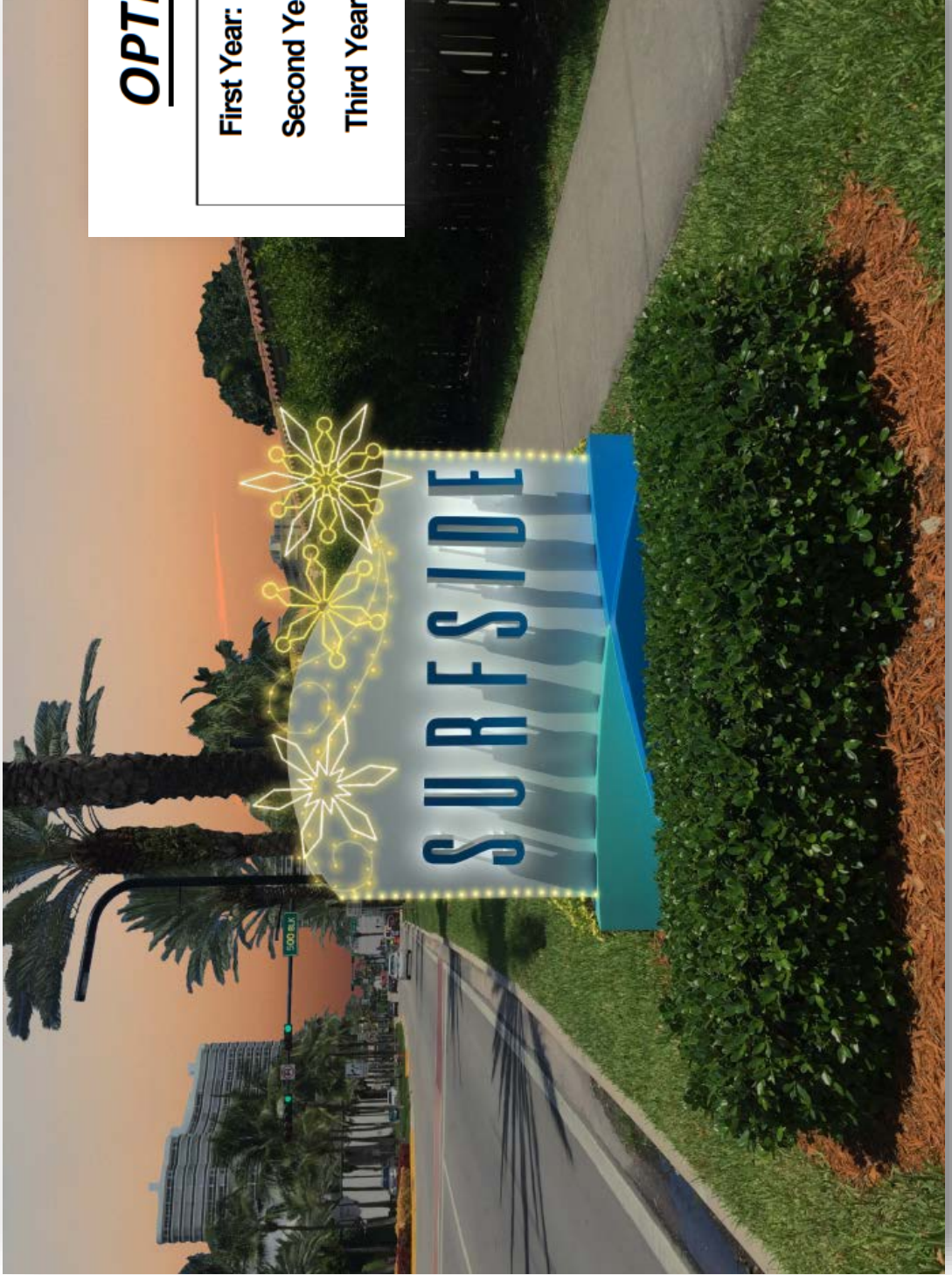
New Options. The Christmas Palace (A)



OPTION A

First Year:	\$13,850.00
Second Year:	\$12,850.00
Third Year:	\$11,850.00

New Options. The Christmas Palace (B)



OPTION B

First Year: \$12,500.00

Second Year: \$11,500.00

Third Year: \$10,500.00

DVAC DOWNTOWN SURVEY 2021 RESULTS AT A GLANCE



The survey ran from January 24 - March 12, 2021 and was sent to residents across Town via Nextdoor, Town eblasts and the March Gazette. A total of **204 residents** responded based on Surfside's latest Census population data, these responses provide us with a 7% margin of error with a confidence level of 95%.

EXISTING BUSINESSES



50%

of respondents shop or visit the business district often or very often.

\$100 - \$500

amount of money spent by respondents per month in the business district.

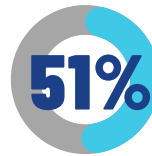
34%

of respondents occasionally order take out or delivery.



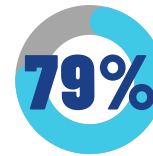
HOW OFTEN DO THEY VISIT?

Food & Beverage



Often or very often

Gifts & Retail



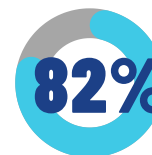
Not very often or never

Salons & Spas



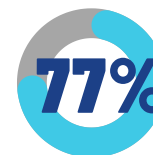
Occasionally

Medical Providers



Not very often or never

Cleaners & Tailors



Not very often or never

Banks



Occasionally

OVERALL DISTRICT

Where do you get information?

Many respondents get their information through word of mouth and these channels.

Email



Town Website



Social Media



Walking By



WHAT ARE RESIDENTS LOOKING FOR?

VARIETY

MODERN CLOTHING

NEW RESTAURANTS

BAKERY HARDWARE STORE

PARKING WIDER SIDEWALKS



58%

of respondents said the overall business district is "okay" or "needs work."

59%

of respondents said they favor wider, expanded sidewalks in the district.

34%

of respondents are satisfied with parking in and access to downtown.