



DANIA BEACH OCEAN PARK

Final Master Plan
January 28, 2014

Executive Summary & Contents

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Executive Summary

The City of Dania Beach's Ocean Park is a true diamond in the rough. It is the only public beach in Broward County that is not bisected by a local highway and has both beach and Intracoastal access. Its location, so near to the inlet has some of the best natural and well preserved beaches in South Florida in addition to a fully operational marina. Dania Beach was the first City in Broward County and with that has a strong connection to the marine industry and native Florida beauty of days past. The City would like to polish its gem and showcase it as a destination that represents this wonderful history, its residents and the future of Dania Beach. The northern portion of the beach provides access to Whiskey Creek to the west, and the Atlantic Ocean only steps away to the east. The south side of the pier provides uninterrupted views of white sand beaches that seem almost endless. The following report will explain the existing conditions and conceptual plans for future renovations and uses to revitalize this destination and set Dania Beach apart from neighboring cities in having its own identity and world class waterfront destination.

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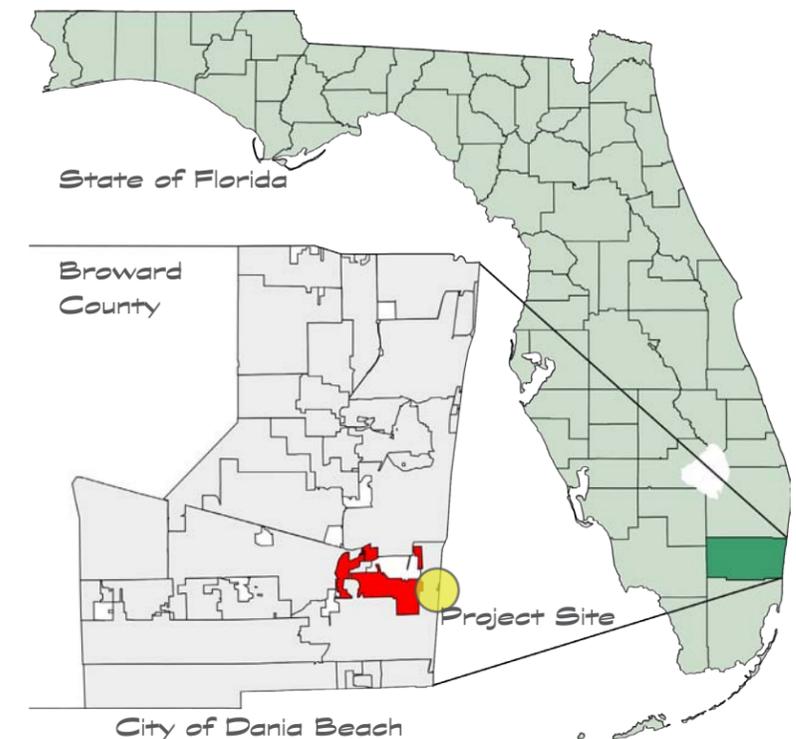


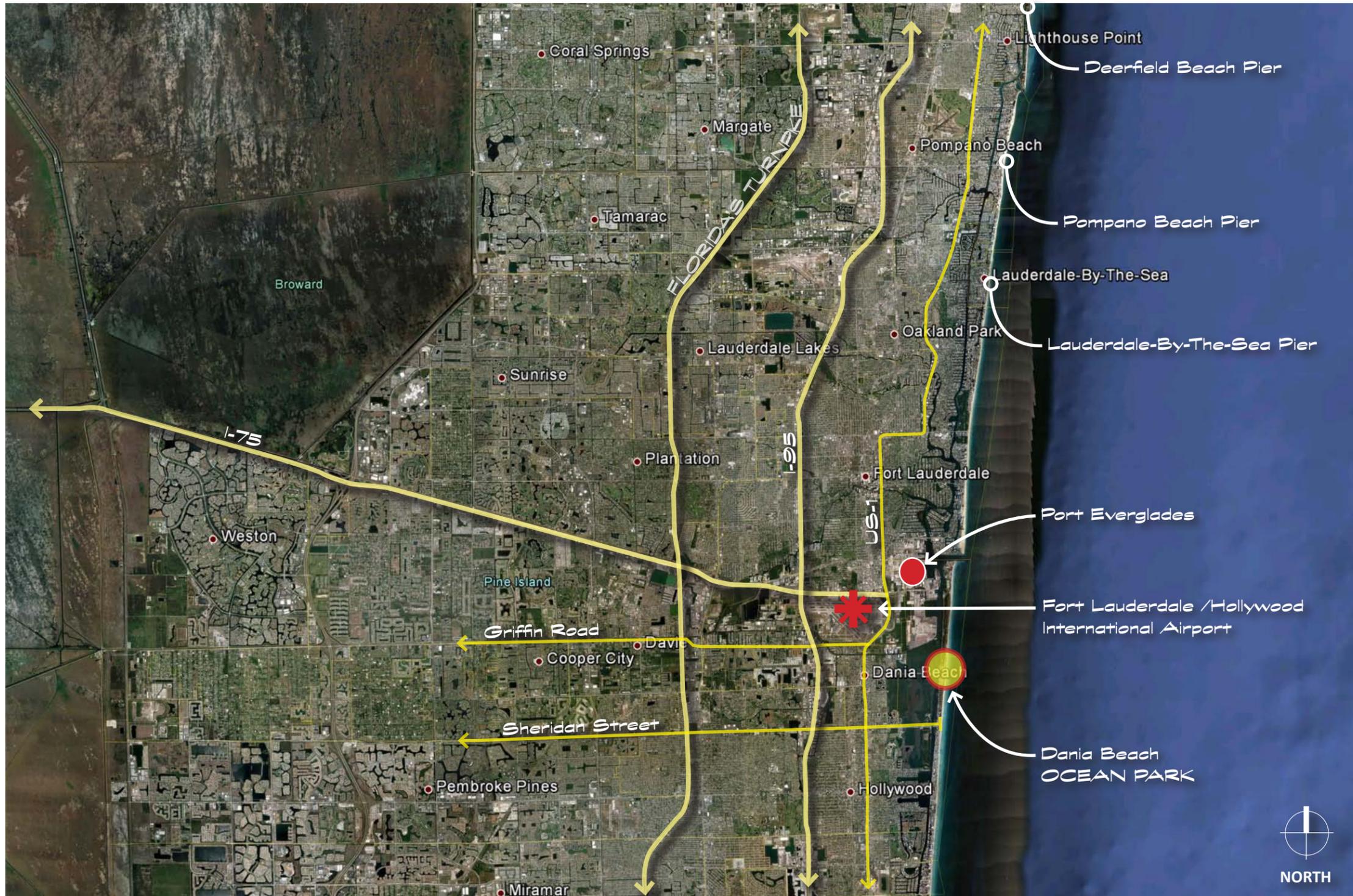
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Regional Context





Purpose of the Study

The purpose of this revitalization plan is to develop a plan for the rehabilitation and enhancement of the Ocean Park, with the following major focus areas:

- Beach restoration and preservation
- Beautification, functionality and safety
- Community asset for local residents, families, and guests
- Impacts from climate change, and storm activities
- Environmental quality of the site, including public education
- Connectivity for pedestrians and bicyclists to the site and surrounding areas
- Image and civic pride for Dania Beach

Location

Ocean Park consists of multiple municipal properties located at 110 N Beach Road in Section 36, Township 50, Range 42, in the City of Dania Beach, Broward County, Florida. The project site is located along the New River Sound/Whiskey Creek, which directly connects to the Intracoastal Waterway (ICWW). The project properties include the existing Dania Beach Pier, the Dania Beach municipal marina, the FAU SeaTech campus and an existing parking lot providing beach parking, a restaurant and park facilities.

The park can be accessed by car through Dania Beach Boulevard from the West and highway A1A from the south. Maritime access is also available through Whiskey Creek that has direct access to the Intracoastal. The Dania Beach Pier is the only existing pier south of the Fort Lauderdale inlet to the Intracoastal, and only one of four piers in Broward County.



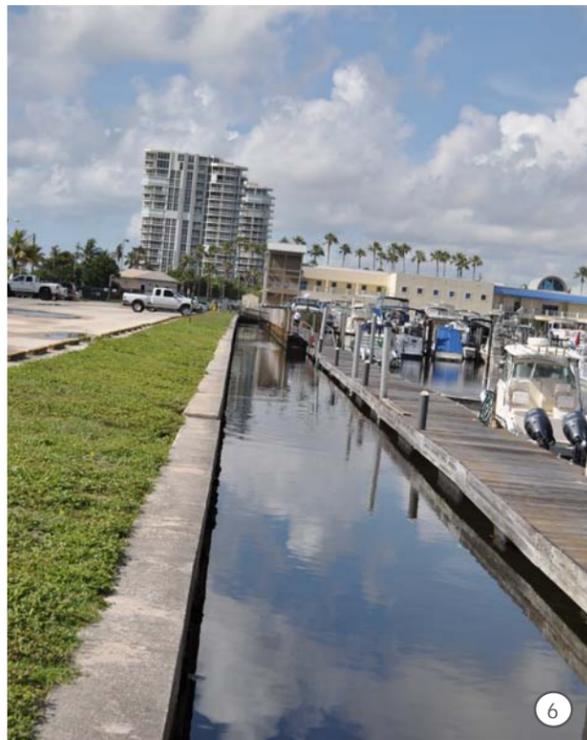
Dania Beach Ocean Park Revitalization Plan
Final Master Plan - January 28, 2014

Site

Site Aerial



Visual Linkage Plan





Legend

- ① North Beach to Pier
- ② Existing Dune Irrigation
- ③ North Beach Signage
- ④ Whiskey Creek
- ⑤ Picnic Areas
- ⑥ Existing Marina & Sea Wall
- ⑦ Existing Showers
- ⑧ Parking Bays
- ⑨ Entrance from N. 4th Terrace & A1A
- ⑩ Existing Beach Portals
- ⑪ South Pedestrian Connection to Hollywood
- ⑫ North Beach Entrance
- ⑬ Dania Beach Blvd. Over-pass
- ⑭ Dania Beach Grill Service yard



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⑪



⑫



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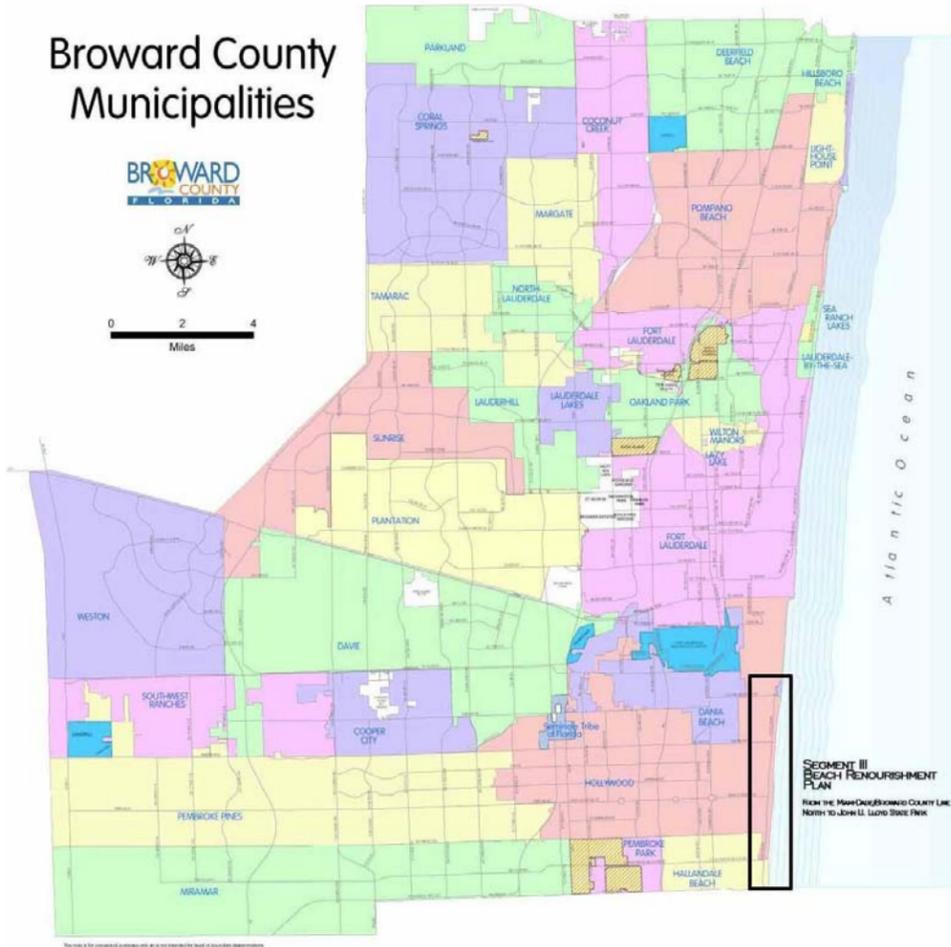


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Beach Stabilization & Renourishment



Broward County Municipalities



The existing beach system associated with the project area was most recently re-nourished in 2005-2006 as authorized in U.S. Army Corps of Engineers Permit No. 1999-5455 and Florida Department of Environmental Protection (FDEP) permit Nos. 0163435-001, 0163435-009 and 0226688. Dania Beach and all of John U. Lloyd State Park, along with portions of Hollywood Beach and Hallandale Beach were included as Segment III of the Broward County Shore Protection Project. Segment III of the project, which is part of the Florida Beach Restoration Management Plan, extended ± 6.8 miles included over 1.7 million cubic yards of beach sand taken from five (5) borrow pits located in central and northern Broward County. Beaches along the corridor were widened up to 200 feet, and the project included numerous environmental and monitoring considerations, including sea turtle nesting season, water quality monitoring and long term evaluation of the beach fill material. The re-nourished sections of beach are anticipated to have a life span of ten years or greater. Should supplemental beach re-nourishment be required specifically for the subject site, the City of Dania Beach would be eligible for partial funding by the Florida Inland Navigation District (FIND) as part of the Waterways Assistance Program or as an Interlocal Agreement with FIND to supplement the beach with compatible dredged material from the Intracoastal Waterway (ICWW). All applicable regulatory permits would be required, including joint coastal review through the FDEP Bureau of Beaches and Coastal Systems.

In addition to the previous re-nourishment activities conducted in 2006 during Segment III of the county project, other opportunities exist for means of site-specific beach stabilization or nourishment, such as the enhancement of the existing dune system or the use of artificial reef structures as shoreline protection. Dune enhancement opportunities would likely be limited to the widening of the existing dune system previously impacted by Hurricane Sandy. Widening would be focused on the western side of the existing dune system, and would likely consist of the input of additional beach sand to expand the dune footprint, followed by supplemental plantings of native dune vegetation to stabilize the new dune and to aid in the accretion of sand along the beach itself. The use of dune fencing, common to beaches elsewhere in the state, could also be researched for potential implementation as a secondary means to minimize erosion and provide for sand accretion. All sand material utilized for dune enhancement

and/or re-nourishment would require physical analysis to determine “beach compatibility” for review and approval by FDEP.

Either in-lieu of or in addition to the dune enhancement, additional measures of shoreline stabilization could be utilized in an attempt to re-nourish the existing beach system south of the pier. Such measures could include simple beach re-nourishment through the input of beach sand, the construction of submerged groins to aid in natural beach nourishment or the installation of artificial reef structures offshore to serve as shoreline stabilization. Submerged groins have been used elsewhere in John U. Lloyd, specifically at the north end of the beach immediately adjacent to the existing jetty. The use of artificial reef structures would likely entail the physical installation of structures offshore of the existing beach system, either parallel or perpendicular to the beach, in an effort to provide both wave attenuation and wave refraction to minimize erosion from periods of high wave activity, such as during tropical weather or during winter storm activity. The artificial structures, such as limestone riprap, engineered modules or molded concrete reef balls, would provide artificial reef habitat similar to that of the erojacks and would provide some level of site specific shoreline protection that would allow for natural beach nourishment through sand accretion. Artificial reef structures could also result in additional fish habitat, providing potential beneficial effects to the existing municipal fishing pier. Furthermore, artificial reef structures would provide a unique eco-tourism and educational component, resulting in a protected dive site accessible from the City’s revitalized waterfront and adjacent to the updated marina facility.

Overall, any measure of beach re-nourishment would require regulatory review and approval for both environmental and coastal construction control line permits. Beach re-nourishment is typically done on a large scale and requires various forms of engineering analysis and hydrographic modeling to ensure that the proposed project would not result in negative impacts either to the existing beach system or to adjacent properties

The site was visited after a typical South Florida rainfall and no significant flooding areas were observed. Beach sand has the unique ability to percolate rain-water rapidly and therefore any flooding that occurs dissipates quickly. There were, however, significant ponding areas observed throughout the parking lot. In some areas it appears that the existing drainage weep holes through the existing curbing have failed and thus does not provide flow through them to alleviate the ponding. Provided that the existing parking lot is to remain, existing curbing should be cut out in specific areas to provide a more reliable flow path. Pervious areas should be lowered to allow storm water to flow off of the paved surfaces.

There are four existing catch basins onsite that drain the eastern two-thirds of the parking lot areas. All but one appears to drain sufficiently. The one on the north end appears to be backed up and may just need to be cleaned out. The western parking lot along the bulkhead adjacent to the docks appears to flow towards these catch basins as well but the flow path is not clear. Only small areas of ponding exist in this portion, however, so the water is able to drain without impedence.

The existing pavement appears to be in good shape. Very few isolated areas of spider cracking were observed. Provided that the existing parking lot is to remain, existing pavement could remain without significant work. An overlay may also be installed to provide a newer finished look. This would cost between \$8.00 and \$10.00 per square yard. The ponding areas near the center of the drive aisles would need to be cut out and re-graded however in order to prevent ponding in the new overlay.

Additionally the existing concrete curbing all around the site appears to be in bad shape. There are many areas where the curb is broken up and lose making for quite an eyesore. Replacing these areas with new Type "D" concrete curb is a fairly inexpensive way to improve the appearance of the park. Concrete curb typically costs between \$12.00 and \$13.00 per linear foot.

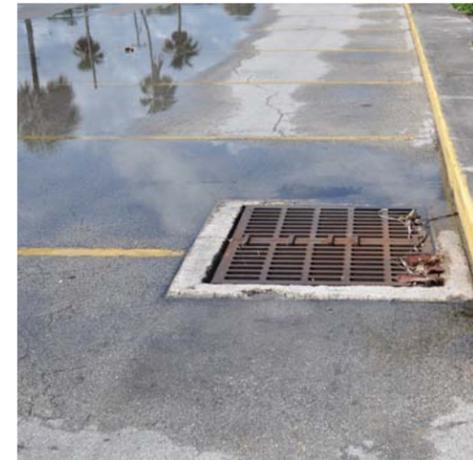
New entryway and driveway design in Florida Department of Transportation Right of Way will be designed in accordance with their design criteria. New pavement, sidewalks or signage will be designed and permitted the same.

Modifications to restrooms, showers or new buildings containing these facilities will require design of water and sewer services. The project site contains

existing utilities and is adequate to serve all such facilities. New services will be designed and constructed in accordance with Broward County Code and/or Florida Department of Environmental Protection.

The site is served by an existing 12" water main and should be more than adequate to serve facilities added to this site as part of the master site plan. New water and/or fire services to new facilities will be wet-tapped to ensure continuous service to the existing site and fire hydrants. Additional hydrants required by the fire department will be constructed in the same manner. The fire department has also expressed some interest in looping the water main to avoid outages to the beach in case of emergencies. Looping the 12" water main is feasible but may cost between \$150,000 and \$200,000. Providing redundancy in the system is always a good thing, however, in this case would only serve as redundancy for the beach hydrants and services as the entire peninsula including the park, Coast Guard station, schools, and naval base, are all served by a 12" dead end water main. Even if this redundancy was provided, any breaks in the main on SR A1A south of Dania Beach Blvd. would still leave the beach without water.

The site is served by an existing 8" gravity sewer main and should be more than adequate to handle additional flows produced by new facilities as part of this master plan. New sanitary services can be cut into the existing lines without interrupting service to the existing facilities. In the event that the existing line is too shallow to serve the very north end of the site, a lift station may be needed to force the wastewater to a higher elevation so that it can be conveyed by the existing gravity system to the treatment plant.





Aside from the existing development including the marina, parking lot, restaurant and pier, the natural aspects of the site consist mainly of the existing coastal dune and portions of an unconsolidated natural shoreline along Whiskey Creek. Natural resources existing onsite are limited to the native dune vegetation and submerged aquatic resources within the existing marina basin. Aside from native vegetation within the recently enhanced dune system, onsite vegetation is limited to a mixture of native and non-native species either naturally recruited or installed as part of onsite landscaping. Species observed onsite, either installed or naturally recruited can be characterized mainly in two strata, shrubs and groundcovers within the dune system and canopy species installed as part of existing landscaping onsite.

Vegetation

Shrubs and groundcovers observed within the dune system include dune sunflower (*Helianthus debilis*), sea oats (*Uniola paniculata*), railroad vine (*Ipomoea pes-caprae*), sea lavender (*Limonium latifolium*) and sea oxeye daisy (*Borrchia frutescens*). Canopy species within the dune system include seagrape (*Coccoloba uvifera*), coconut palm (*Cocos nucifera*) and cabbage palm (*Sabal palmetto*). Observed seagrape had been cut and removed as part of a recent dune enhancement project. Some flushing of cut material was observed.

Shrubs, groundcovers and canopy species observed as part of existing landscape are limited mainly to parking lot islands and the park area at the south end of the subject property. Shrub and groundcover species observed included St. Augustine grass (*Stenotaphrum secundatum*), bahia grass (*Paspalum notatum*), hurricane grass (*Fimbristylis cymosa*), salt grass (*Distichlis spicata*), cardboard palm (*Zamia furfuracea*) and silver buttonwood (*Conocarpus erectus* var. *sericeus*). Canopy species observed included coconut palm, cabbage palm, seagrape and Washington palm (*Washingtonia robusta*). Naturally recruited canopy species were limited to non-native Australian pine (*Casuarina equisetifolia*) located at the north end of the property.

Submerged aquatic vegetation (SAV) existing within the project area is limited to existing paddle grass (*Halophila decipiens*) located within the marina basin. Seagrass is a protected natural resource, and the proposed marina reconfiguration included design components and restrictions to avoid impacts to the existing resources identified onsite. Previous permitting conducted for the marina improvements included

a detailed SAV survey and agency verification of all resources identified.

Wildlife

Due to the nature of the subject site, wildlife resources are likely limited to transient use by shorebirds, wading birds and manatees, as well as nesting habitat for various species of sea turtles. Anticipated usage by birds would likely be limited to forage opportunities along the beach or within the existing marina basin. Anticipated species would include great egret (*Ardea alba*), great blue heron (*Ardea herodias*), osprey (*Pandion haliaetus*), brown pelican (*Pelecanus occidentalis*) and green heron (*Butorides virescens*). Sea turtle species known to nest on beaches within Broward County are limited to the loggerhead sea turtle (*Caretta caretta*), the green sea turtle (*Chelonia mydas*) and the leatherback sea turtle (*Dermochelys coriacea*).

As noted, the existing dune system has been recently restored in an effort to remove the seagrape from the dune areas. Existing seagrape was removed and trimmed, with supplemental plantings of native dune species such as railroad vine and sea lavender. Existing temporary irrigation remains in place for the recently installed material. Any proposed natural enhancements to the subject property would be subject to the permitting requirements and review by the Florida Department of Environmental Protection (FDEP) Bureau of Beaches and Coastal Systems. Any dune enhancements would be subject to the review included in the Coastal Construction Control Line permit review process, with any proposed excavation, fill or grading activities quantified and licensed prior to construction. As noted within the permitting feasibility analysis, all forms of construction or improvement proposed for the uplands, dune, beach and marina area would be subject to review and approval by the applicable regulatory agencies.

Aside from the existing development including the marina, parking lot, restaurant research has shown that ocean levels around the world have been rising and will continue to rise for the unforeseeable future. By 2100, the sea-level is expected to rise to range between about 20 inches to more than 3 feet. In addition to the anticipated sea level rise, storm events may contribute damage to coastal areas within Broward County. As a result, the Dania Beach Marina and associated improvements have been designed with both sea level rise and storm events in mind. The current Mean High Water Line (MHWL) in this area is approximately 0.3' NAVD. The seawall cap elevation at the marina has been designed at the highest allowed elevation (4.0' NAVD) in order to minimize structural damage to the marina and seawall by any seasonal high tides, storm water surge and future sea level rise. In addition, the marina will also have floating docks, which rise and lower with the water level, and taller piles to ensure that the floating docks do not float above and away from the marina. Per a review of available research, pile tip elevation within the marina has been designed to an elevation of 14.0' NAVD to accommodate potential storm surge associated with storm events. The proposed marina modifications have been designed to withstand a category 1 hurricane fully loaded and a category 4 hurricane with no vessels present.

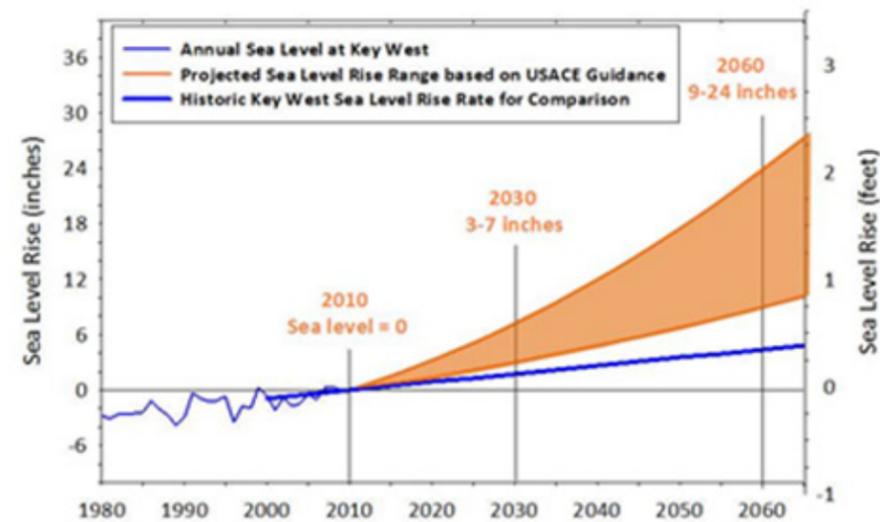


Figure 2- Sea Level Rise Graph

With this in mind, potential abnormal storm events and sea water rise should be considered for the proposed Waterfront Revitalization Plan. Revisions and recommendations within the proposed Waterfront Revitalization Plan could include:

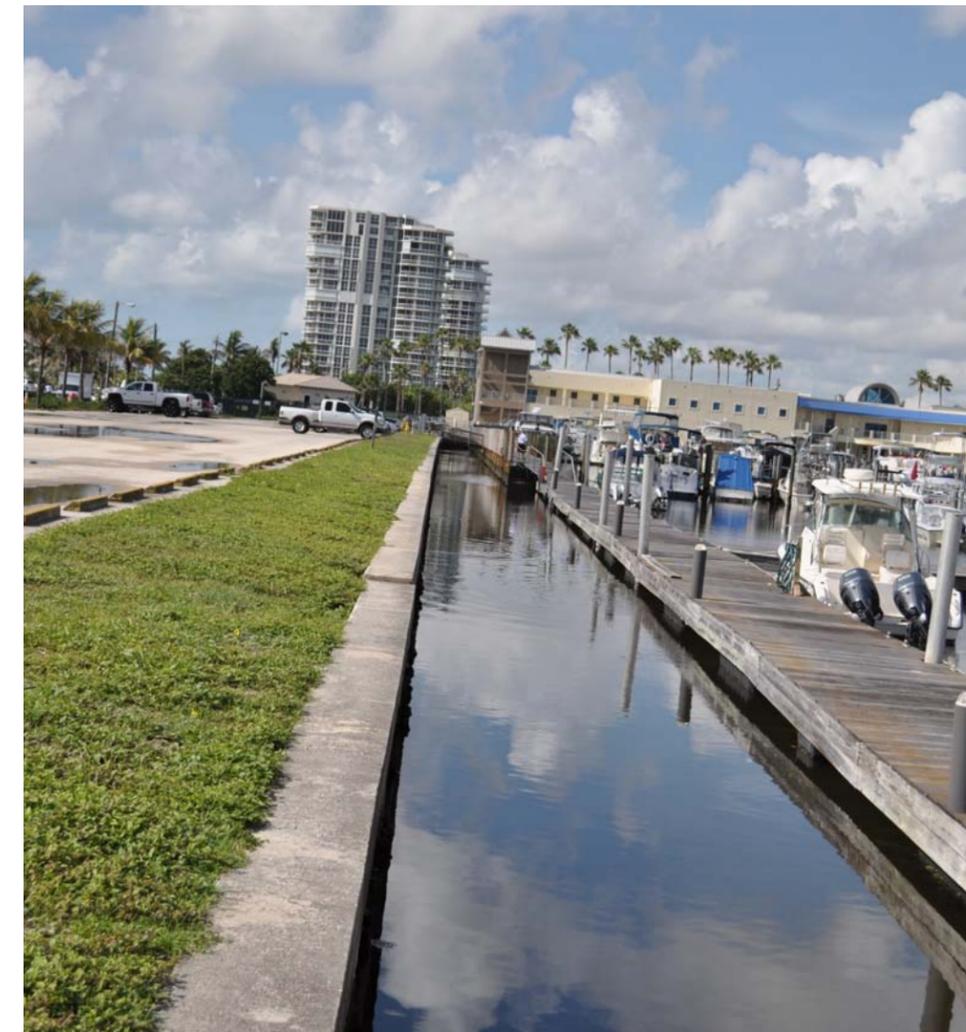
- Erosion Prevention Measures such as coastal armoring or additional dune enhancement.
- Elevated structures such as boardwalks, kiosks and other non-habitable structures.
- Structural components such as frangible construction and alternative construction materials.

Modifications to the existing site including construction of new buildings and parking lots will require a permit with Broward County EPGMD Surface Water Management Licensing Section as well as review by the Florida Department of Environmental Protection (FDEP) Bureau of Beaches and Coastal Systems. Storm surge and sea-level rise are integral parts of the Coastal Construction Control Line permit review process. Design of these facilities will be in accordance with Broward County Code and South Florida Water Management District Criteria. The proposed upland improvements associated with the Dania Beach Marina are currently under review for a CCCL permit, and recent improvements to the pier facility have been previously reviewed and licensed by FDEP.

Finished floor elevations of new buildings will be set at a minimum at the FEMA Base Flood Elevation or according to City of Dania Beach Code of Ordinances. A pre- vs. post- development stage storage analysis of the site will be required as part of this design process. If the post development 100-year 3-day stages above either of the previous two criteria, the finished floors will be set to that elevation. A comparison between the pre- vs. post-development 25-year 3-day stages will determine if we have satisfied this requirement.

New parking lot elevations at a minimum are to meet or exceed the 10-year 1-day post development stage. In the event that parking lot elevations cannot meet these criteria, Code allows for the 5-year 1-hour rainfall volume of 3.2" over the entire site to be stored underground in exfiltration trench.

In order to satisfy County requirements for pre- vs. post development analysis new drainage facilities will need to be incorporated into the new master plan. These facilities will include but are not limited to concrete catch basins to collect stormwater runoff and exfiltration trench which slowly percolates the water into the soil below grade. In addition, landscaped retention areas may be needed to account for the loss of storage from new structures constructed as part of the master plan.



Landscape & Lighting Requirements

Landscape Requirements

The existing dune system has been recently modified in an effort to increase safety throughout the site by removal of the overgrown Seagrape. The existing Seagrape was removed and/or trimmed to open up views to the ocean. Dune species such as Sea Oats, Railroad Vine and Sea Lavender were maintained throughout the dunes (See Figure 1). Temporary irrigation remains in place for the recently installed landscape material while the dune regenerates. Any proposed enhancements to the property would be subject to the permitting requirements and review of the Florida Department of Environmental Protection (FDEP) Bureau of Beaches and Coastal Systems. Any dune modification will be subject to the review included in the Coastal Construction Control Line permit review process prior to construction. As noted within the permitting feasibility analysis, all forms of construction or improvement proposed for the uplands, dune, beach, and marina area would be subject to review and approval by the applicable regulatory agencies. Thorough review and due diligence is strongly recommended for any environmental components proposed as part of the planned revitalization activities.



Fig 1 - Existing Sand dune conditions

Lighting Requirements

Any proposed construction and re-development subject to FDEP review for a CCCL permit would also require review and approval by the FFWCC for project consistency with sea turtle lighting requirements. As such, any existing lighting within the parking lot, any lighting adjacent to the parking lot, and any lighting visible from the beach would be subject to reviewed by FWC.

Currently, there are three different types of street lights (Type 1, 2, 3) within the existing parking lot (see side photos). Several of the existing street light fixtures (Type 1 and 2) have either 270° or 180° beachside shields. Furthermore, several of the existing street light fixtures (Type 1 and 2) are also damaged and may require replacement. In addition, within the adjacent park to the north are two existing flood lights the light up the volleyball courts; however one of these fixtures is currently damaged. Additionally, seven exterior lights were located on the beach side or perpendicular sides of existing dock master's office and two windows were located on the beachside of the northernmost restroom. Lastly, several exterior fixtures were located around the existing pier building.

Our team recommends that all lighting within the existing parking lot, adjacent to the parking lot, and visible from the beach be replaced with fixtures that are sea turtle friendly and approvable by FWC. Attached is an aerial exhibit depicting the existing locations of street lights within the parking lot and the flood lights at the volleyball court, photos of the existing light fixtures that could be reviewed by FWC, suggested replacement fixture specification sheets, and a lighting fixture schedule for the suggested replacement fixtures. These fixtures are sea turtle friendly and have been previous approved for recent projects by FWC. However, although previously approved, FWC would review any new fixtures and make their own recommendations for this project.

In addition, the exterior lights located at the existing dock master's office may be required to be modified or to be replaced. An appropriate modification to these fixtures would be the installation of shielding to direct the light downward and installation of a low pressure sodium or amber LED light source. An appropriate replacement fixture would be a canister down light with black baffles, hexcell louvers, and an amber LED light source. Additionally, the two windows located on the beachside of the northernmost restroom may also require a modification to obstruct any lighting projecting from the interior. However, as the restrooms are closed at night, a modification may not be necessary. Lastly, the exterior fixtures located around the existing pier building may be required to be modified or to be replaced. An appropriate modification to these fixtures would be the installation of shielding to direct the light downward and installation of a low pressure sodium or amber LED light source. An appropriate replacement fixture would be a canister down light with black baffles, hexcell louvers, and an amber LED light source.



Fig. 2 - Type 1 Street Light located within the parking lot.



Fig. 3 - Type 2 Street Light located within the parking lot



Fig. 4 - Type 3 Street Light located adjacent to the south of the FAU SeaTech campus.



Fig. 5 - Flood light located at volleyball court.



Fig. 6 - Exterior lighting at current dock master's office.



Fig. 7 - Beachside of existing northernmost restrooms.

Currently the parking lot overwhelms the majority of the site. There are currently 550 parking spaces servicing the entire park, not counting the private lot inside the FAU SeaTech property. While the revenue of additional spaces is important to the City financially, creating a safe and well routed parking lot should take priority. There have been many complaints from both stakeholders and residents regarding the confusing circulation path through the site as well as safety concerns for children having to walk through the parking lot before arriving at the beach. It would be ideal if these problems could be solved while also creating a sense of arrival for those coming to the beach from both Dania Beach Blvd. and A1A.

The planning team's recommendation is to change the flow of traffic throughout the site. This can be accomplished by changing the orientation of the parking lot from a 90° parking bays to a more moderate parking angle to encourage a one-way traffic flow. This will be a large undertaking which includes going through the permitting process for the infrastructure, but for the enhancement and safety purposes the benefit to these changes far outweigh the cost. This portion of the overall plan can be phased in order to maintain access to the existing pier restaurant and not disturb other beach activity.



Summary

The Dania Beach Ocean Park Revitalization Plan has been a process guided by the opinion and desires of the community residents and stakeholders of the City of Dania Beach. The community's input has been a key element and driving force behind the design of the new Ocean Park. EDSA and its team, along with the help of the City of Dania Beach Community Development Department (CDD), have hosted several Public Workshops to inform and gather the ideas of the stakeholders of this project. In addition to the workshops EDSA and the CDD held a site tour to the Dania Beach Ocean Park and similar beaches in Broward County that have piers and similar facilities to Dania Beach. The purpose of the tour was to educate the stakeholders of the existing conditions of the Dania Beach Ocean Park, but also to inspire and paint a vision of what other municipalities are doing to their waterfront and the possibilities that could be for the waterfront in Dania Beach. The public was informed of these public meetings via press releases in the Dania Beach Press, email listings, and Facebook post on the City of Dania Beach's Facebook fan page. This report will go over the information presented to the public in these workshops, as well as the data collected by the public involvement.

WORKSHOP #1

After getting a feel for what the Dania Beach Ocean Park is and what other municipalities around the County are doing with similar waterfronts, this data was presented to the audience in public workshop #1 held at the I.T. Parker Community Center in Dania Beach. A presentation with images from the tour and explanation of the purpose of this revitalization plan was given by Mr. Kona Gray, ASLA (EDSA Principal in Charge). For a detailed account of the presentation showed at this workshop. This workshop was an attempt to get the community's feedback to gauge the type of waterfront that the public wants for Dania Beach to be as a result of this Revitalization plan. After the presentation by Mr. Kona Gray, he groups were given 20 minutes to

discuss their ideas and write them on the notepads provided.

A group of over 50 people came to give their opinions and input to this process. The residents and stakeholders were divided in round tables and each table was provided with an aerial photograph of the waterfront and a notepad for them to write on and sketch their ideas. At the end of the discussion time, each table chose a representative to share with the audience their ideas for the waterfront. The majority of the feedback from stakeholders can be summarized in the following top responses:

Stakeholder Feedback from Workshop #1

1. Improve access and circulation
2. Beach Walk
3. Dog park
4. Natural planting
5. Signage
6. Activities: Kayaking, surfing, volleyball, open space for events/staging, skim boarding, yoga deck
7. Water Park / Interactive Water Fountains
8. Observation Tower
9. Renovate SeaTech Building
10. Pier Shelters
11. Beach Portals (with Shade, Shower, & Storage)
12. Event Lawn
13. Ocean Science & Education
14. Green Market & Retail
15. Dania Beach Park (Vision / Naming)

WORKSHOP #2

This public workshop was again held at the I.T. Parker Community Center in Dania Beach. This workshop was a follow up to the public and stakeholders of the progress made in the design and planning process.



Another presentation was made by Mr. Kona Gray, over viewing the purpose and conditions of this project. For a detailed account of the presentation showed at this workshop. Three concepts were presented, as well as the preferred concept chosen by a workgroup panel of stakeholders. A Phasing Plan for the revitalization was also presented to explain to the stakeholders how and when all these new ideas can take place.

The presentation also focused on painting the vision of the revitalization plan by explaining the different areas and activities that can be held in each area. Same as workshop #1, after the presentation, the groups seated in round tables were given a copy of the preferred plan and a note pad for them to discuss and write their feedback. This time however, the residents handed in their notes for feedback and comments to EDSA and CDD team. The majority of the feedback from stakeholders can be summarized in the following responses:

Stakeholder Feedback from Workshop #2

1. The Plan should be announced at the Ocean Park to give guest snapshots of what's going to happen.
2. What will it take to get this started?
3. Beautification Phase is necessary & key for anything else to happen.
4. Beach nourishment must be in place to sustain the plan.
5. Retail and rental facilities are ideas well received.
6. Road entrance idea is well received.
7. Branding and Naming of the Ocean Park needs to be considered





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Dania Beach Ocean Park Revitalization Plan
Final Master Plan - January 28, 2014

Master Plan



The Ocean Park Revitalization plan is a blend of the desired character the community wants to endorse with a sustainable approach to enhancing the site without harming its natural beauty. Our team looked at all the comments and suggestions from our workshops, interviews, and tours; as well as looked at the phasing and financial aspects of each component to determine its feasibility. The following summary depicts the major beautification, enhancements and improvements made to Ocean Park through the revitalization plan.

Revitalization Plan Summary

The Ocean Park's landscape represents a large portion of Florida's native flora spread amongst natural dunes and along the entire creek edge. The City wants to ensure these natural areas are protected while being improved so that this unique natural beauty is not lost. The plan proposes enhancing the existing natural dune species to improve their protective nature and mitigate future erosion. The addition of more palms along the beach will provide shade for hot summer days and create a perfect gathering spot for visitors. Shelter from the sun will also open up opportunities for more beach side activities for children and adults alike.

Circulation throughout Ocean Park has been designed to ease traffic congestion and confusion, as well as provide more pedestrian accessibility. While the revenue of additional spaces is important to the City financially, creating a safe and well routed parking lot was key to organize open spaces and in turn increase parking. A boulevard was created to eliminate a road crossing from the beach to Atler Park. In turn this boulevard creates a more defined circulation and provides opportunities to enhance the sense of arrival to the site. Signage is also important to achieve a sense of arrival. Signage consolidation opportunities are created at key locations with an all-encompassing list covering every issue that is needed to be portrayed (i.e. way-finding, beach safety, parking etc). This signage needs to be coordinated with the new marina expansion as well as the pier to give an overall cohesive appearance to the entire waterfront.

In addition to the previous key characteristics of the plan, there are a number of additional improvements that have been incorporated to further enhance the revitalization plan. These improvements are listed by zones:

Pier

- Provided an arrival sequence to the pier restaurant.
- Provided an access node to the north and south side of pier to accommodate restaurant and beach needs.
- *Activities/Uses:* Quarterdeck restaurant with outdoor terraces, fishing pier, viewing telescopes, beach dining (below), showers and cleaning areas, bike racks, beach storage, improved restrooms, entry portal with beach amenities.

Marina

- Provided assigned parking with the use of decals for patrons.
- Provided a promenade connection to North Beach portals and pier.
- *Activities/Uses:* Pavilion, fish cleaning stations, water taxi connection.

North Beach

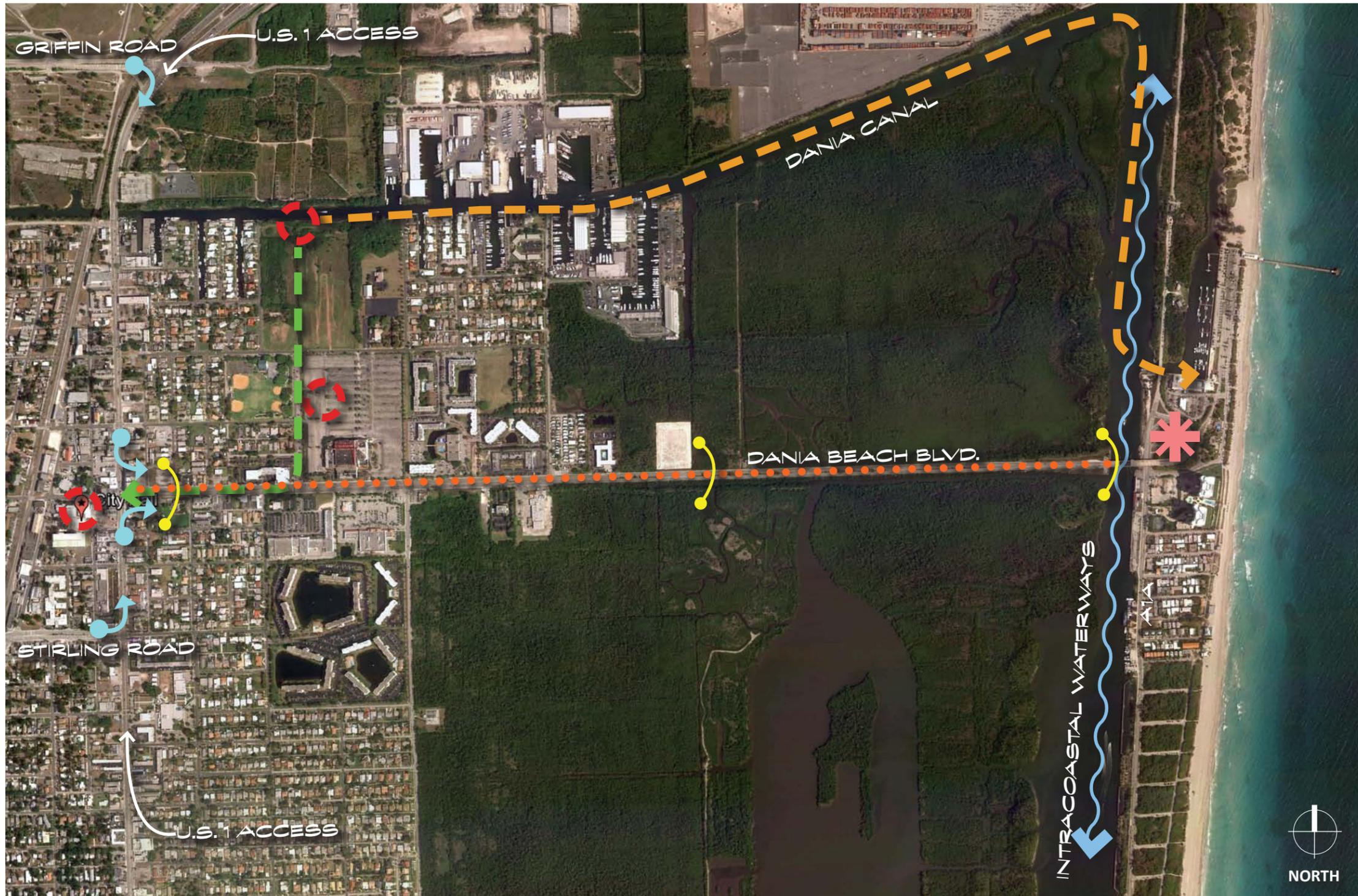
- Provided arrival sequence or gateway into this zone of Ocean Park.
- Provided drop-off (transition from parking).
- *Activities/Uses:* Kayaking, surfing, volleyball, open space for events/staging, skim boarding, yoga deck, picnic pavilion, enhanced nature trail, bike parking.

Central Beach & Atler Park

- Reorganized parking and re-directed traffic to connect park with beach and enhance vehicular circulation.
- Provided beach portals that will include: seating, lighting, ADA access, showers and cleaning stations, drop-off zone, boardwalks/pedestrian pathway, beach storage/lockers.
- *Activities/Uses:* Children's play area, interactive fountain, picnic tables, event lawns, relocated Dania Beach Grill.

Marine Village (SeaTech -FAU / US NAVY)

- Opening up SeaTech will allow the use of additional parking to visitors at surface level. If lack of parking becomes an issue in the future for the beach, this is an optimal site for a future parking garage structure.
- The Marine Village sits on a major pedestrian axis that connects the beach to the furthest point in the Intracoastal. This was enhanced by providing a retail anchor at the western end of the site.
- *Activities/Uses:* Research facility, mixed-use.



Legend

- Gateway Style Signage
- Directional Signage
- Destination Signage
- Water Taxi Route
- Transportation hub
- Dania Beach Ferry Route
- Ferry Route (Ground Transport and/or Pedestrian Circulation)
- Dania Beach Boulevard Beautification

Sample Imagery of local beaches signage



Final Conceptual Revitalization Plan

Legend

- ① Pier & Restaurant
- ② North Beach
- ③ Marina
- ④ Institutional / Mixed Use
- ⑤ Tootie Adler Park
- ⑥ Beach
- ⑦ Beach Portal
- ⑧ Dania Beach Grill
- ⑨ Sunset Bar / Restaurant
- ⑩ Landmark Opportunity
- ⑪ Parking
- ⑫ Entry Feature
- ⑬ Retail / Restaurant / Banquet Hall
- ⑭ Pedestrian Walk
- ⑮ Kayak Rental Kiosk
- ⑯ Interactive Water Feature
- ⑰ Playground
- ⑱ Event Lawn / Bandshell
- ⑲ Drop-Off Area
- ⑳ Pier Shaded Cleaning Stations



NORTH BEACH	
Kayak Rental	500 sf.
Beach Volleyball	8 Courts
Whiskey Creek Tiki Hut	150 sf.

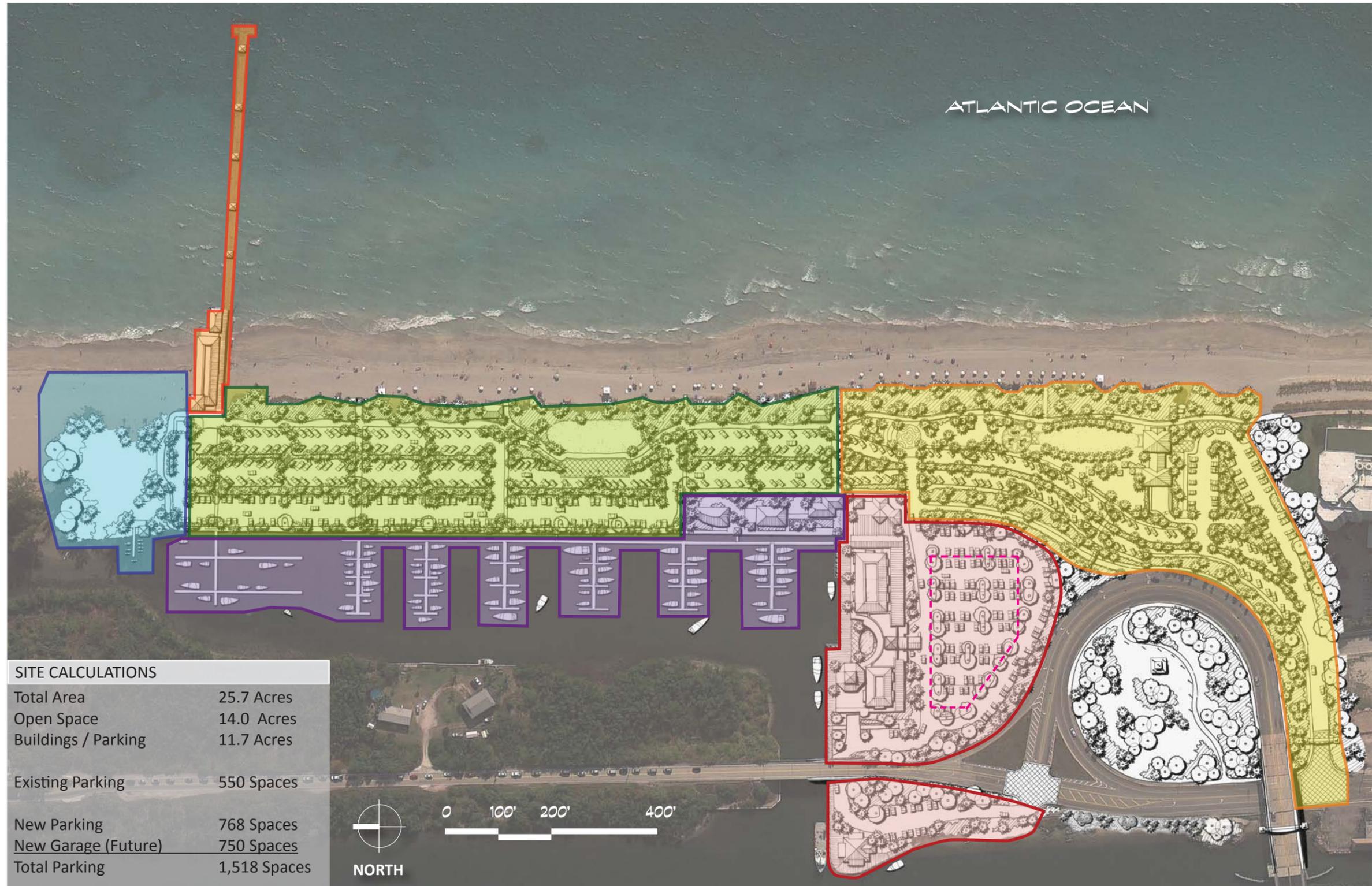
MARINA (Under Construction)	
New Dock Master Office	1,250 sf
Private Operated Boat Slips	96 Slips
Public Boat Slips	28 Slips
Marina Amenities	969 sf

PIER	
Quarterdeck Restaurant	6,385 sf
Pier Shade Areas	330 sf (5)
Pier Cleaning Stations	5
Improved Concessions/Restrooms	850 sf

CENTRAL BEACH	
Event Lawn	9,300 sf
Beach Portals	5 portals
Pedestrian Beach Walk	3,675 lf
Public Parking	413 spaces

TOOTIE ATLER PARK	
Relocated Beach Grill	5,000 sf
Interactive Water Fountain	1,900 sf
Playground	1,250 sf
Event Lawn	8,200 sf
Picnic Area	4,000 sf
Beach Portals	3 portals
Pedestrian Beach Walk	2,500 lf
Designated Dog Park	7,000 sf
Public Parking	159 spaces

MARINA VILLAGE	
New Restaurant & Retail	10,000 sf
Renovated Educational Building	110,400 sf
Sun Set Bar & Grill	5,000 sf
Public Parking	196 spaces
Garage (Future)	750 spaces



SITE CALCULATIONS	
Total Area	25.7 Acres
Open Space	14.0 Acres
Buildings / Parking	11.7 Acres
Existing Parking	550 Spaces
New Parking	768 Spaces
New Garage (Future)	750 Spaces
Total Parking	1,518 Spaces

Conceptual Paving Plan



Architectural Style



Mid-Century Modern

The Mid-Century Modern movement in the US was an American reflection of the International and Bauhaus movements which became popular in the 1950's. This iconic style included the works of Gropius, Le Corbusier and Mies Van Der Rohe focussing on clean lines, expansive views, and graphic patterns. Though the American component was slightly more organic in form and less formal than the international style it is more firmly related to it than any other. This style is characterized by simplicity and integration with nature. It emphasizes creating structures with ample windows and open floor-plans with the intention of opening up interior spaces and bringing the outdoors in. Many Mid-Century Modern structures utilized then-ground breaking post and beam architectural design that eliminated bulky support walls in favor of walls seemingly made of glass.



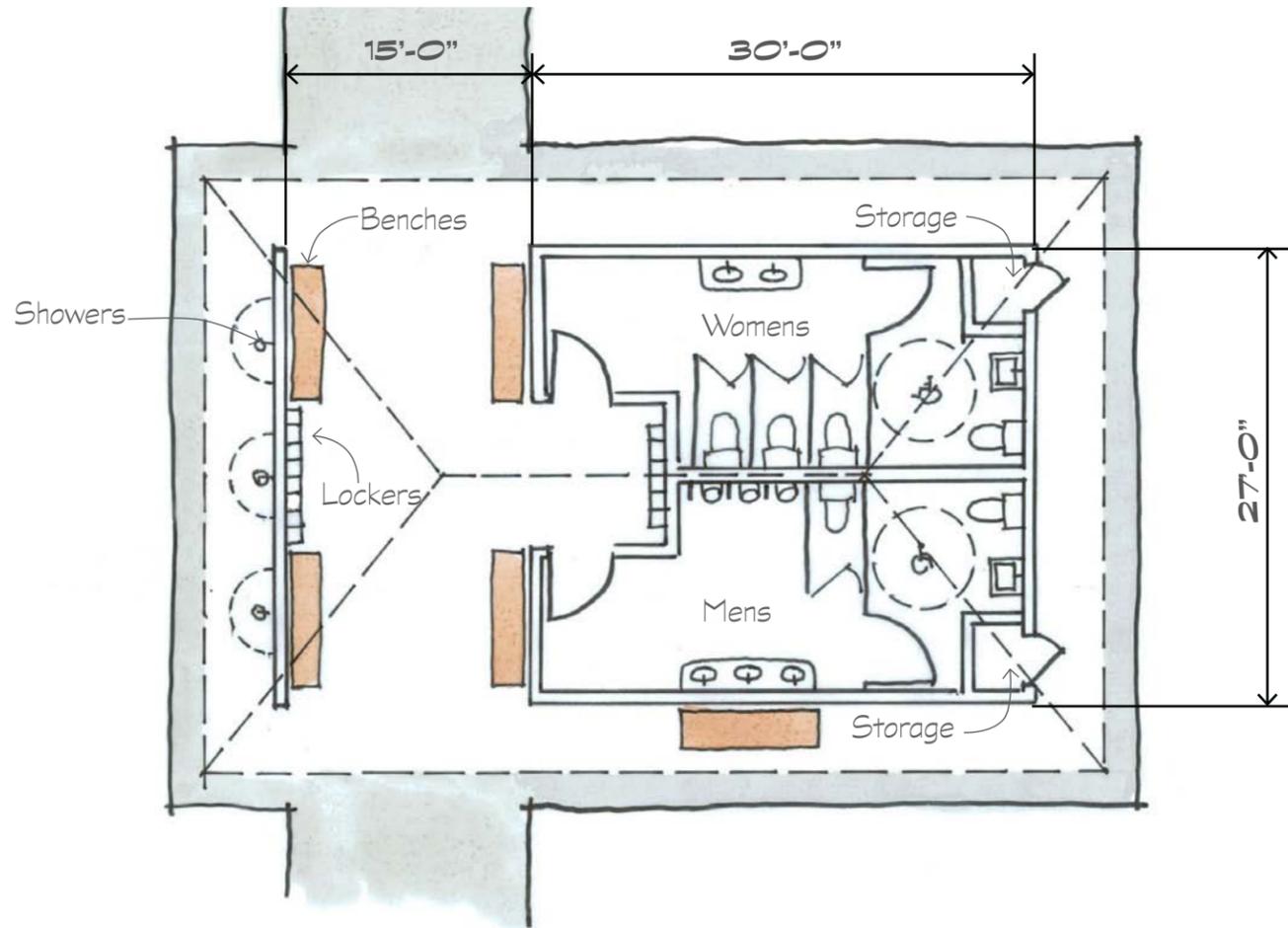
Old Florida

Antebellum (Old Florida) architecture is the Neoclassical style characteristic of the Southern United States, especially the Old South, from after the birth of the United States in the American Revolution, to the start of the American Civil War. This style is especially characterized by Neoclassical and Greek Revival style plantation houses and mansions. Oversized porches, decorative columns and pillars with exposed rafters and metal roofs summarize this elegant style. This style is seen in many historic neighborhoods in Florida and seamlessly blends into the natural landscape.

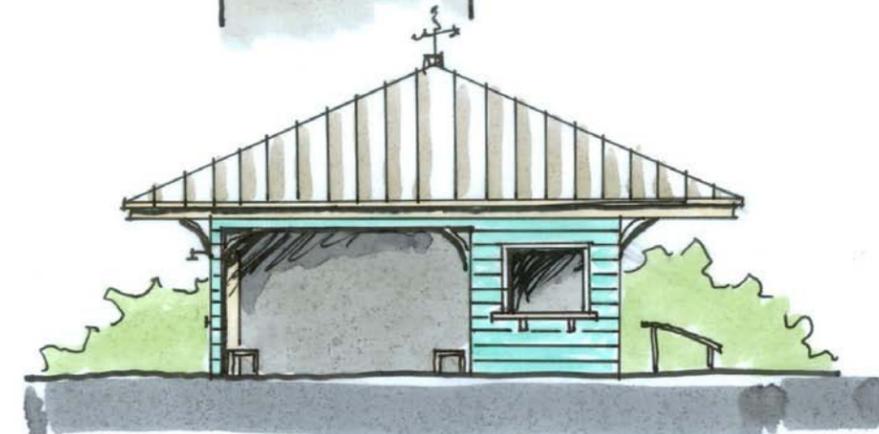
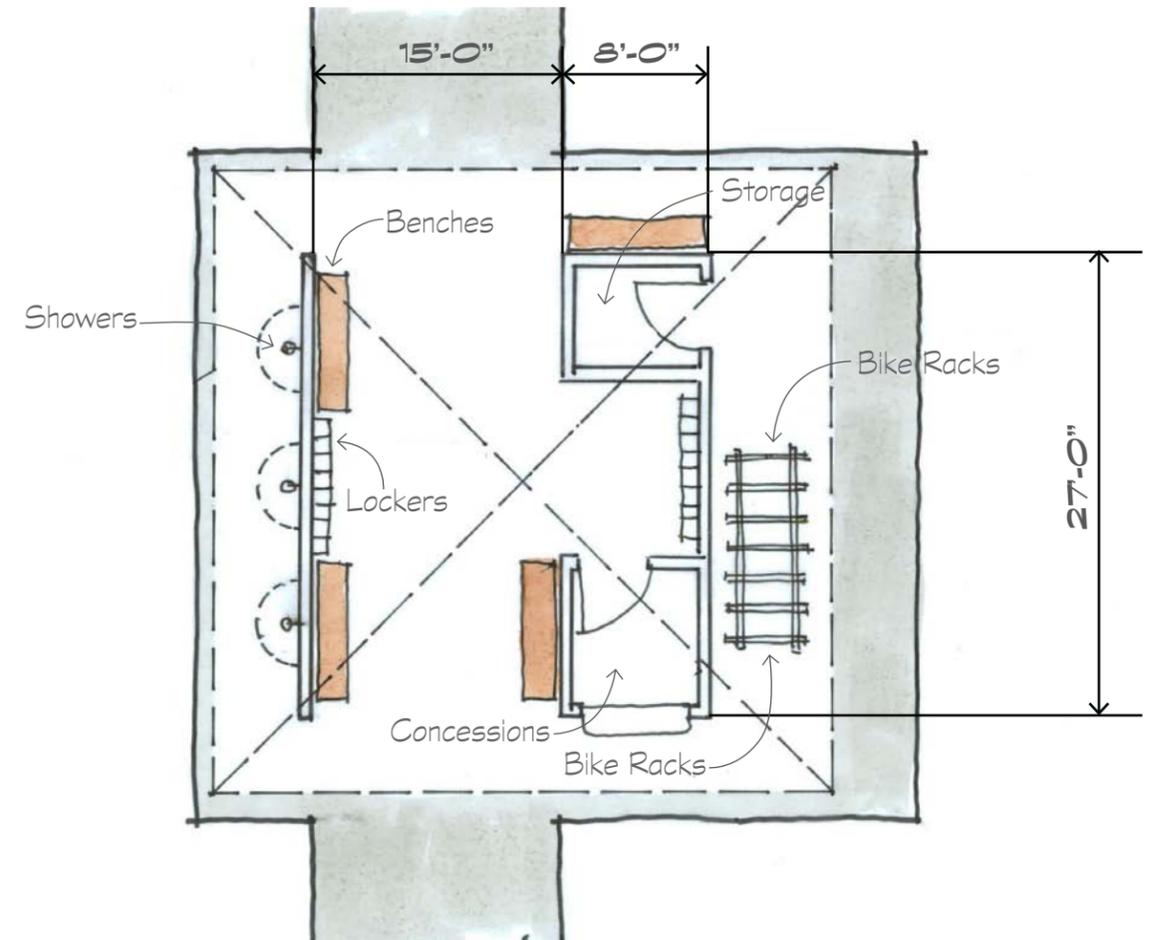


Key West

Conch Style architecture is a rare style and only found in scattered locales, primarily Key West and later Miami. This style was popular in the late 1800's through early 1900's. Natives of the Bahamas, known as "Conchs" were generally credited with introducing the style to Florida. It is a blend of many styles of architecture including Classical Revival. Features such as clapboard siding, low pitched gable roofs, wood shingle and metal roofs and full facade front porches with decorative balustrade and other wooden decoration form the basis of this style. Louvered vents and shutters are also common among this style of architecture.



Portal Building with Bathrooms - Plans & Elevation



Typical Portal Building - Plans & Elevation

Signage Concepts



Iconic Signage

One of the primary goals of this study is to give Dania Beach its own identity that allows it to stand out as a destination among neighboring Florida cities. One way to achieve this is through the introduction of an iconic structure or signage. This has been successfully implemented in surrounding cities such as; Fort Lauderdale with its wave wall, Miami Beach's Art Deco architecture and Hollywood's boardwalk. Iconic signage needs to be artistic, graphic, and most importantly unique to the character of Dania Beach. This signage will set the tone for other design related elements throughout the city and help Dania Beach achieve a cohesive appearance. Visitors and residents will know when they have crossed into the City of Dania Beach and will be able to easily locate the beach through these signage additions.



Way-finding Signage

Proper directional signage is a must when helping visitors locate the beach. The existing DOT signage along Federal highway lacks the character of Dania Beach and to many is not even noticed. This pitfall continues along Dania Beach Boulevard when visitors are in transit towards the ocean. The lack of signage is confusing and with the awkward roundabout access, many probably miss the entrance ramp to Dania Beach's Ocean Park and make their way into John U. Lloyd Beach State Park instead. The proposed directional signage should have an appearance that emulates the larger iconic signs and be placed in areas of high traffic and be easily visible to allow visitors to navigate their way through the city and east toward the beach.

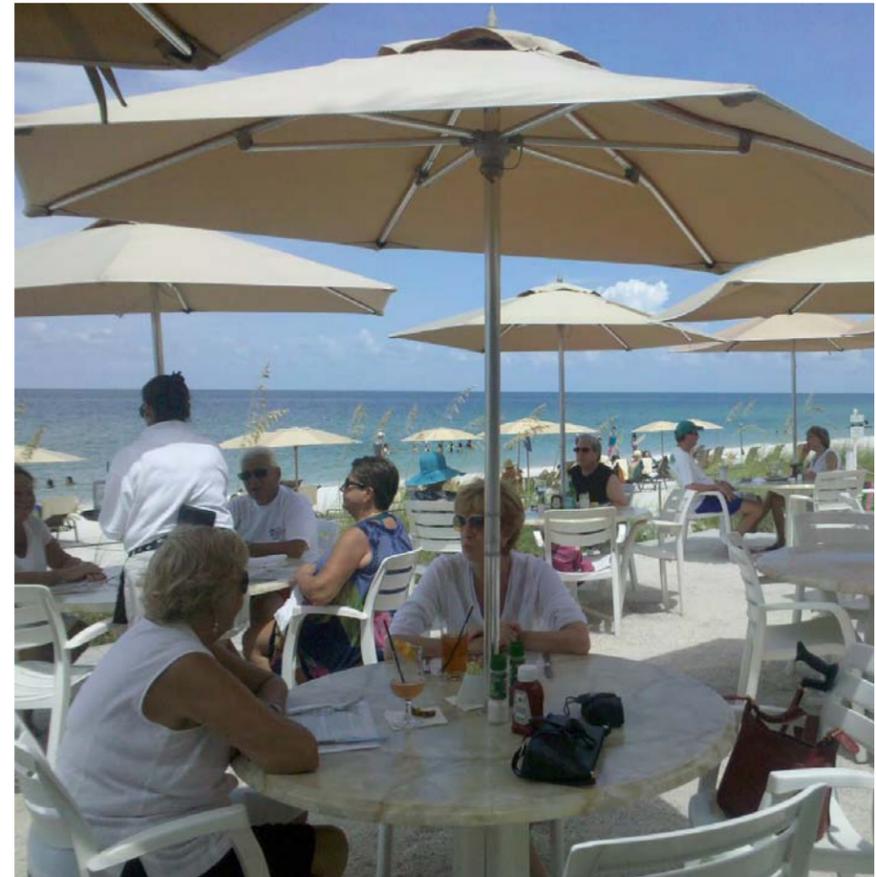


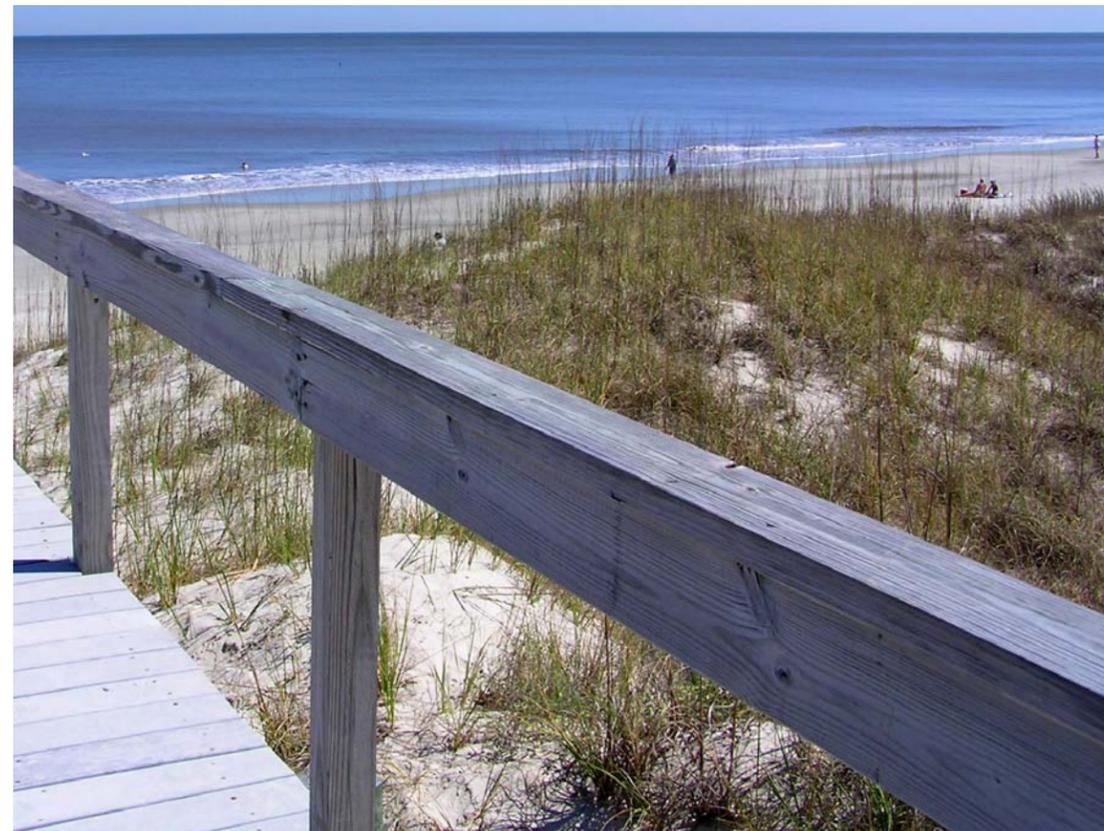
Informational Signage

Important as finding the beach is knowing the rules and regulations once visitors arrive. The Dania Beach revitalization plan strongly suggests replacing all of the informational signage throughout the beach area. Currently there are far too many signs everywhere without rhyme or reason. Making matters worse, none of the signage coordinates with the others. The entire signage package should be consolidated to reduce the number of signs, and information should be organized to allow for easy reading. The composition of all site signage should have an aesthetic that reflects the overall design concept for the Ocean Park. Colors, materials and locations should be well thought out to give a clean look to Dania Beach's Ocean Park while providing useful safety and regulatory information to visitors.



Character Images





Enlargement Plan



Legend

- ① Dania Beach Grill
- ② Covered Outdoor Deck
- ③ Event Lawn
- ④ Picnic Pavilion
- ⑤ Beach Walk
- ⑥ Public Parking
- ⑦ Drop Off Area
- ⑧ Native Beach Dunes
- ⑨ Beach Portal
- ⑩ Lifeguard Station
- ⑪ Beach Area
- ⑫ Dune Wall
- ⑬ Access to Dania Beach Grill
- ⑭ Dania Beach Grill - Service Area





Legend

- ① Marina Village Retail / Restaurant / Banquet Hall
- ② Interactive Water Fountain
- ③ Welcome Sign Water Feature
- ④ Lawn Seating
- ⑤ Event Lawn
- ⑥ Pedestrian Beach Walk
- ⑦ Dune Wall
- ⑧ Ocean Park Boulevard
- ⑨ Gazebo / Restrooms
- ⑩ Marina Village entry road
- ⑪ Picnic Pavilion
- ⑫ Beach Area



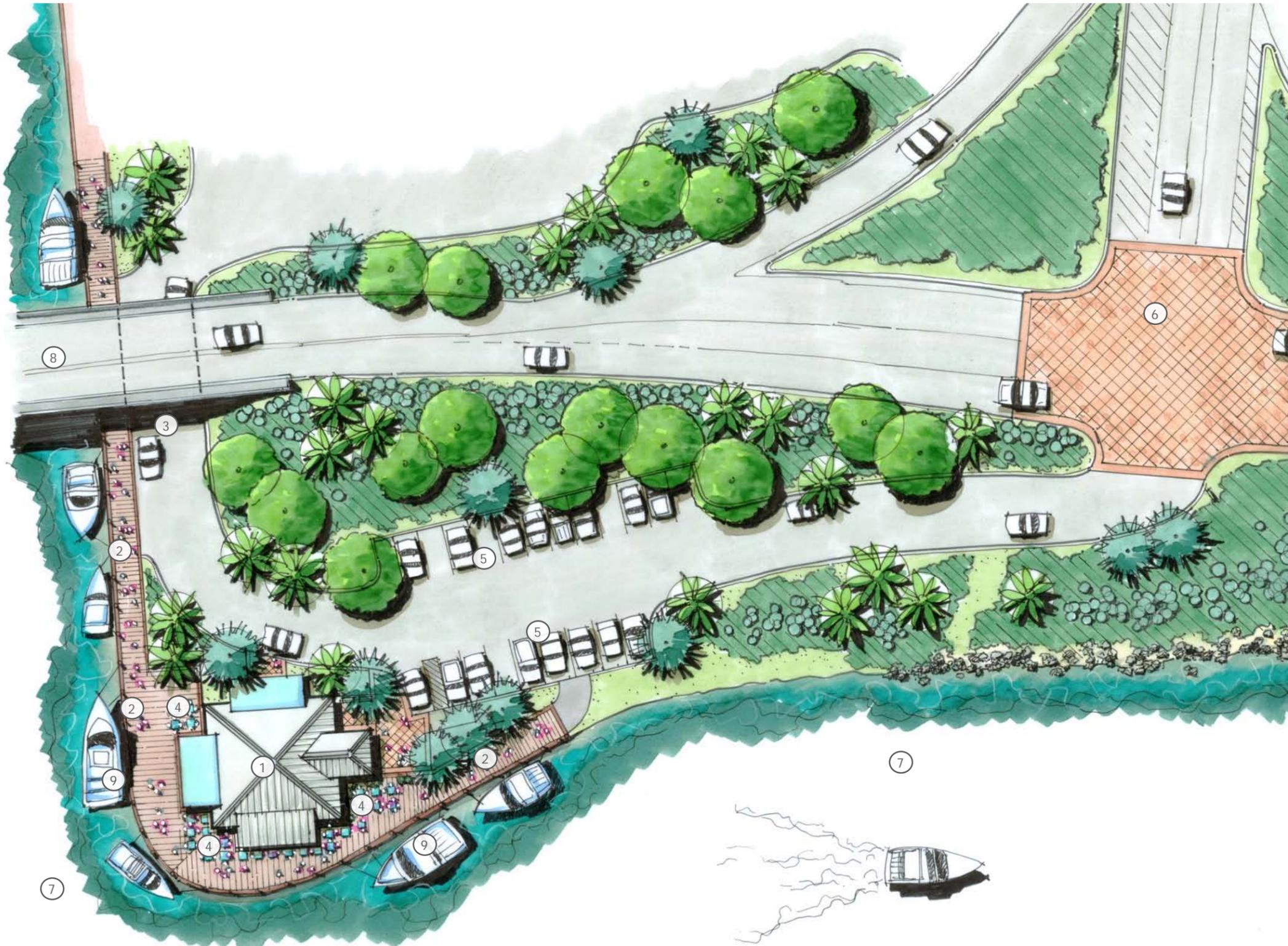
Enlargement Plan



Legend

- ① Event Lawn
- ② Event Lawn Drop-off
- ③ Beach Portal
- ④ Restrooms
- ⑤ Marina Parking
- ⑥ Pedestrian Beach Walk
- ⑦ Pedestrian Connectors (Marina to Beach)
- ⑧ Dune Wall
- ⑨ Boardwalk over dune
- ⑩ Beach Area
- ⑪ Native Dunes
- ⑫ Marina Walkway
- ⑬ Boat Dock Slips
- ⑭ Dock Slip Entry Gate Pavilion
- ⑮ Marina Dock Master's Building





Legend

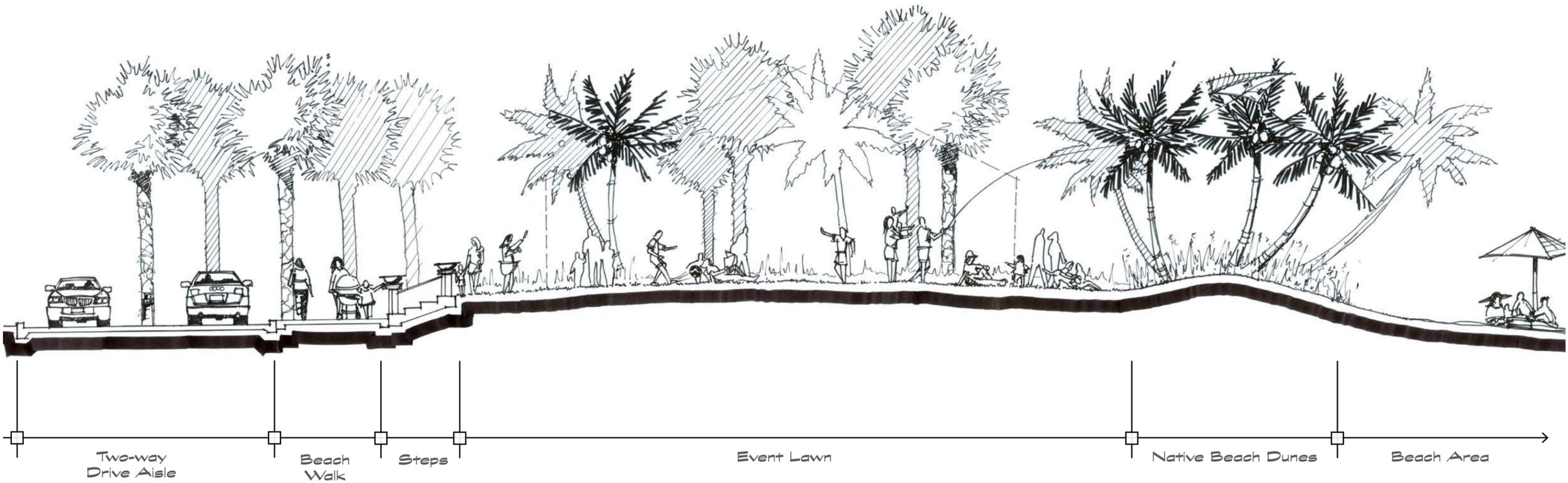
- ① Sunset Bar & Restaurant
- ② Marina Walkway
- ③ Ocean Drive Under-pass
- ④ Outdoor Dining
- ⑤ Parking
- ⑥ A1A & Dania Beach Blvd ramp Intersection
- ⑦ Intracoastal Waterways
- ⑧ Ocean Drive Bridge to John Lloyd State Park
- ⑨ Boat Docks



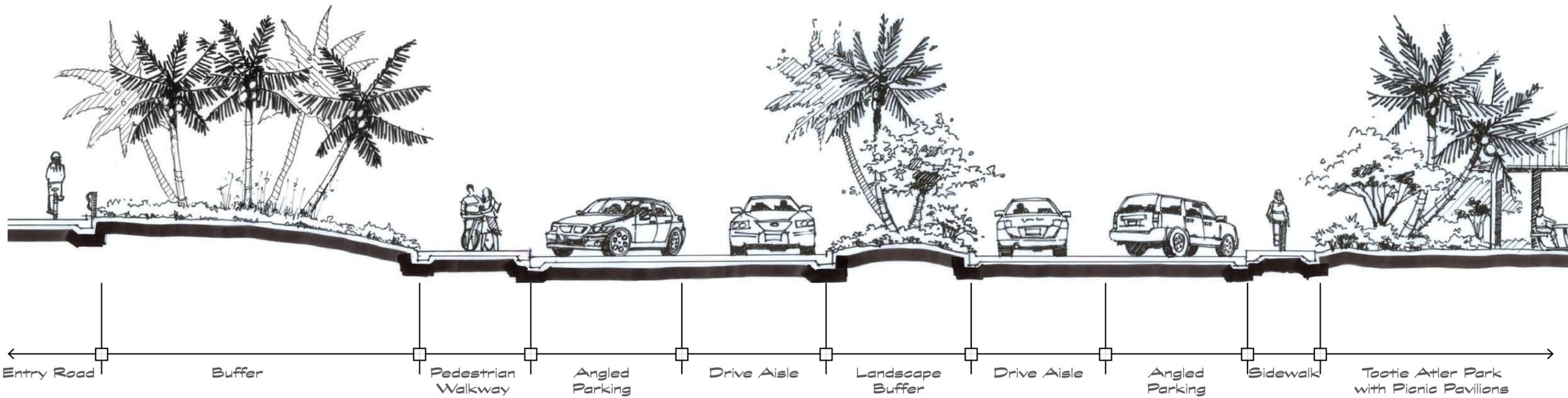
Site Sections - Section A



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SCALE: 1:10



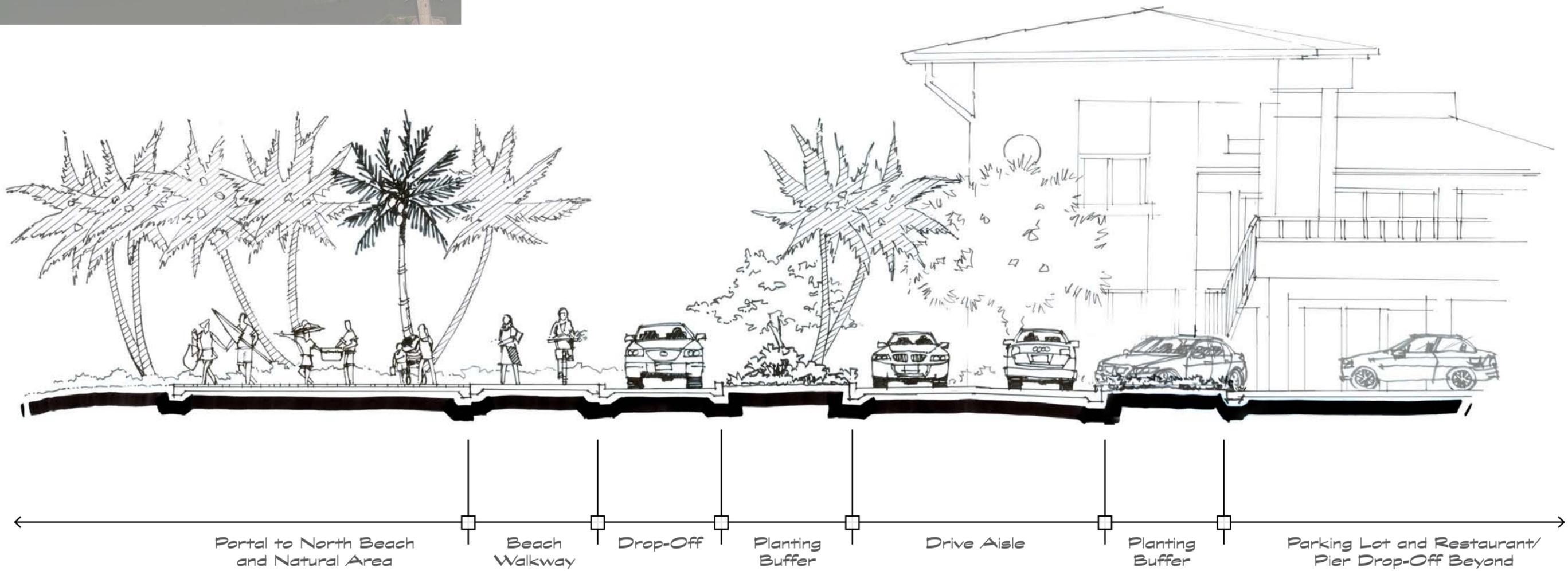
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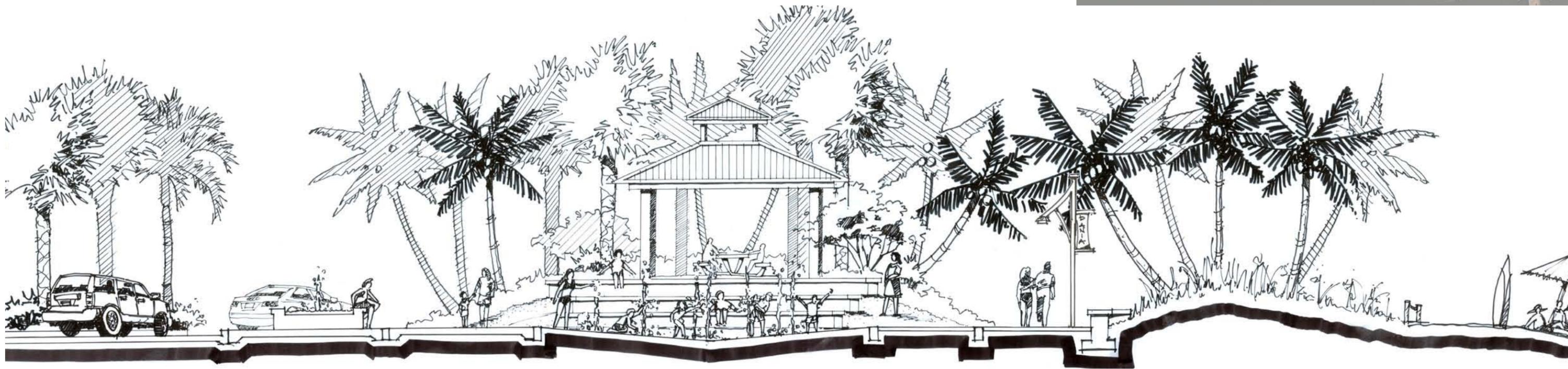
Site Sections - Section C



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SCALE: 1:10



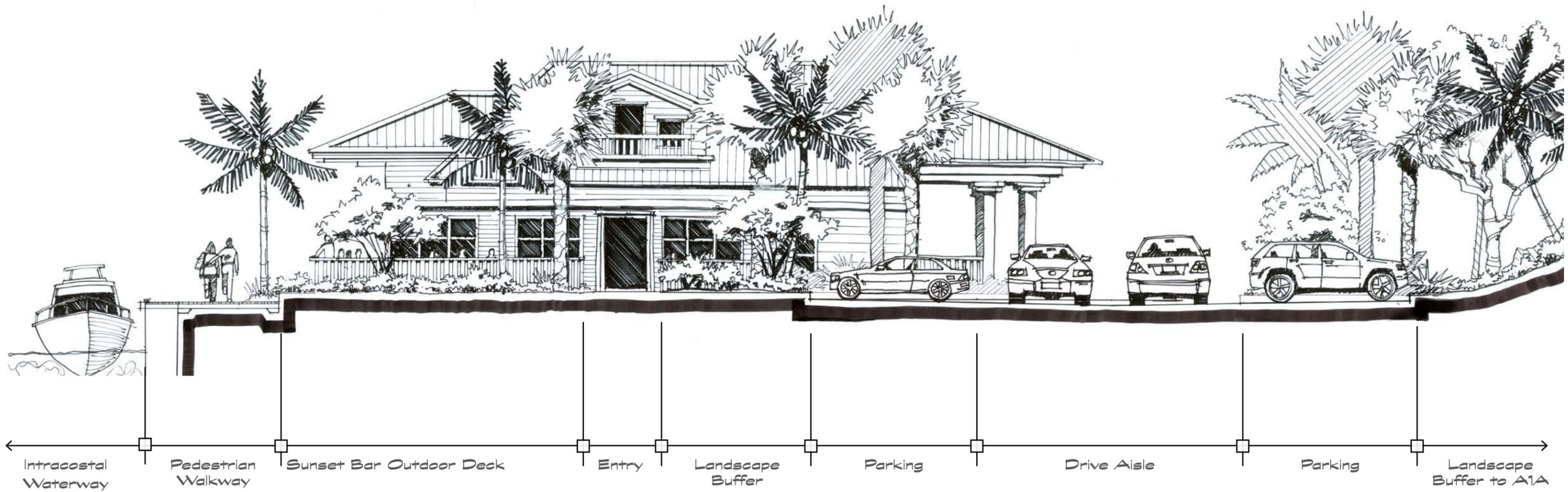
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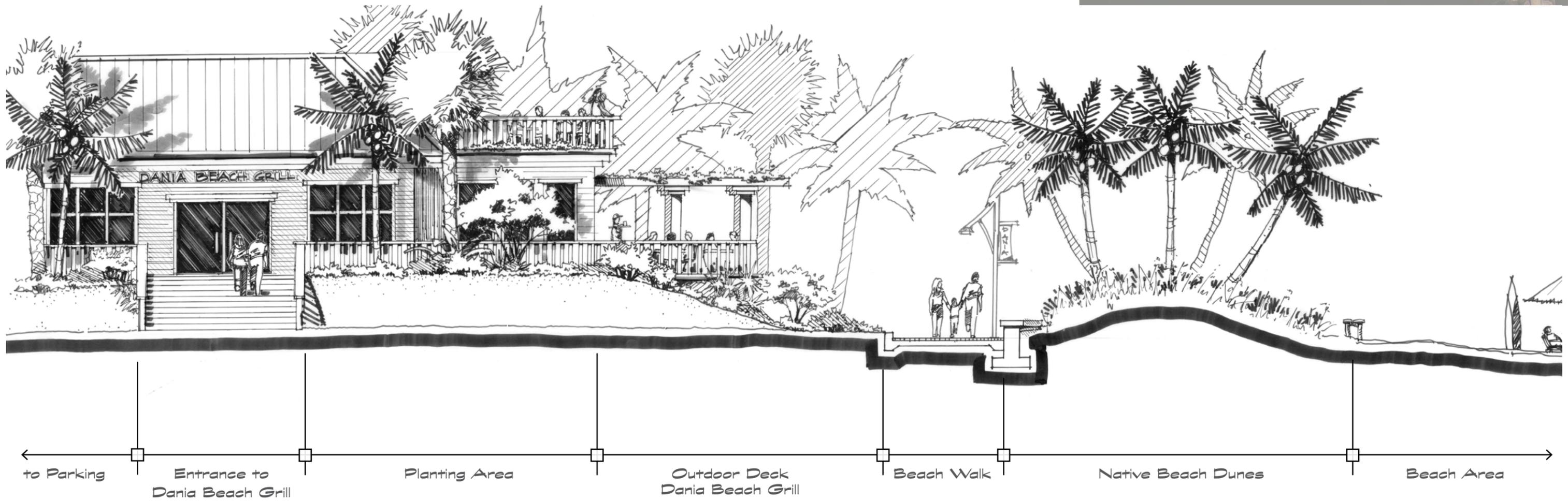
Site Sections - Section E



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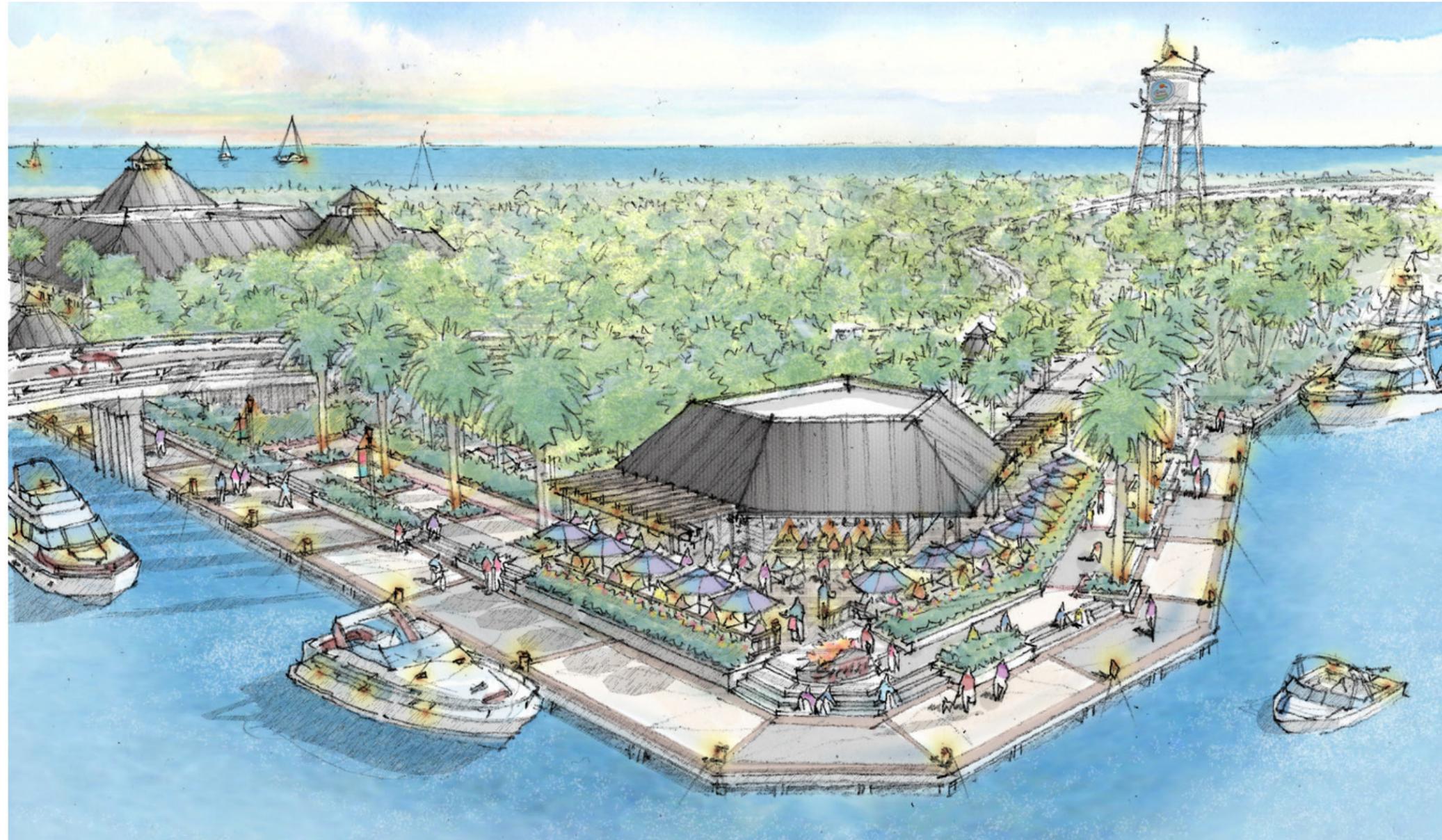
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SCALE: 1:10







Sunset Bar and Restaurant





3



Dania Beach Ocean Park Revitalization Plan
Final Master Plan - May 31, 2013

Implementation

Phase I - Ocean Park Beautification

Legend

- ① Quaterdeck Restaurant
- ② Pier Restaurant and Drop Off
- ③ Pier Shade and Cleaning Stations
- ④ North Beach Portal & Drop-off
- ⑤ Kayak Rental & Docking
- ⑥ Dania Beach Marina (Under Construction)
- ⑦ Marina Walkway
- ⑧ Renovated Restroom
- ⑨ Restored Dunes

Phase I construction time frame: 4 to 6 months

Capital Improvement Cost (Estimate)

Site Preparation	\$16,665.25
Site Utilities	\$360,610.00
Architecture	\$238,220.00
Hardscape	\$35,000.00
Landscape	\$48,200.00
Beach Renourishment	\$322,500.00
Site Accessories	\$75,500.00
SUB-TOTAL	\$1,096,695.25
	+ Soft Cost & 5% Contingency
GRAND TOTAL	\$1,531,534.92



Phase I - Beautification

Phase one's focus is primarily on cleaning up the site, organizing signage and creating a sense of place for the Dania Beach Ocean Park. Setting basic design standards for the beach revitalization is important to ensure that as improvements continue there is a common theme creating a consistent design aesthetic. This will ultimately give a cohesive appearance and let each beach guest know they are in Dania Beach upon arrival. Currently, Dania Beach has no set design standards for their parks and public spaces and the Ocean Park is comprised of mismatched styles and colors for site furnishings, lighting, signage and hardscape materials. This presents a great opportunity to select a coordinating collection of materials that will set the tone for the entire city. This will drastically improve the overall aesthetic and position Dania Beach in line with its surrounding beach communities. Signage will be streamlined for a clean organized appearance. Existing restroom facilities and site lighting will be replaced and landscaping updated for a fresh new look. These changes will begin the much needed momentum and start an ongoing process to overhaul the entire beach over the next ten years.

Phase I Financial Analysis

The Phase 1 revenue analysis includes both existing and proposed programs that will be fully operational as part of the first phase of capital improvements and anticipated to be completed by 2015.

Pier Visitor Revenue: Based upon a Pier Monthly Revenue Report (through October 2012) provided by the City, the Pier generated a total \$373,536 in gross revenue (Pier Collections) in FY 2011/12; however, the basis for this revenue in terms of attendance and fee structure was not provided. In the effort to establish baseline attendance and fee structure utilized to support projection analyses, we assume the Pier has approximately 300,000 visitors annually paying an average \$1.25 per person/day. Importantly, the number of estimated visitors and/or revenue per visitor may change dramatically based upon more operating detail to be provided. Nonetheless, considering the proposed improvements to the Dania Beach waterfront, and assuming that attendance will steadily increase by 20 percent within the next three to four years, the Pier is estimated to generate

approximately \$360,000 annually by 2017 (with attendance and fee increasing 2.5 percent per annum thereafter).

Parking: The revenue projections for Phase 1 is based upon revenue generated from the 550+ existing parking spaces. As indicated within the City's annual fiscal reports, the beach parking annual revenue was \$448,821 in FY 2009/11, \$449,083 in FY 2010/11, and budgeted to be \$420,000 in 2011/12. As referenced above, in the effort to establish baseline attendance and fee structure utilized to support projection analyses, we assume the 550 parking spaces currently has an average daily utilization rate of approximately 43 percent with an average daily fee of \$5.00 per space. Again, the utilization and fee may change dramatically based upon more operating detail to be provided. Based upon the proposed improvements to the Dania Beach Ocean Park, it is estimated that average daily utilization will increase to 60 percent during the next few years, and as a result, the existing parking is estimated to generate approximately \$650,000 by 2017 (with parking fee increasing 2.5 percent per annum thereafter).

Quarterdeck Restaurant: The Quarterdeck Restaurant represents a recent lease between the City and restaurant operator under a 10 year term (with renewal options). The City's revenue is based upon the lease structure that requires the greater of a \$120,000 Base Fee (per year), or Participation Rent of 7 percent of gross annual sales. For this analysis, and based upon information provided by the City and operator, annual gross sale is estimated to be \$2.5 million upon stabilization, which yields Participation Rent upon stabilization of nearly \$200,000, which is estimated to increase 2.5 percent per annum annually.

Dania Beach Grill: Based upon information provided within the City's fiscal reports, the existing Dania Beach Grill averages roughly \$32,000 in annual revenue to the City, which is expected to increase modestly through 2018. As part of the Phase 1 plan, the Dania Beach Grill will be relocated as part of the revitalization plan; therefore, revenue projections beyond 2018 for the new Beach Grill are included in Phase 2 below.

Concession Services and Kiosk: The proposed revitalization plan assumes a Beach Kiosk (with food and beverage, and umbrella service) and Kayak rental service will be operating by 2015. These services will be operated by third party vendors who will pay an annual Base Fee of \$10,000 and \$5,000, respectively. Additionally, it is assumed the Beach Kiosk will pay a 10 percent Participation Fee (on gross sales), while the Kayak vendor will pay an additional 5 percent Participation Fee. In all, the Beach Kiosk and Kayak services is estimated to generate more than \$25,000 per year to the City by 2017, increasing 2.5 percent per annum thereafter.

Based upon the revenue from Pier, Parking, Quarterdeck, Beach Grill and Concession services as outlined previously, Phase 1 revenue is estimated to generate approximately \$1.37 million in 2017, which is estimated to represent a roughly \$500,000 increase over current revenue from beach operations. Although a modest adjustment (downward) will be made to the Phase 1 annual revenue in 2019 (as a result of the new Beach Grill shifting to Phase 2), the Phase 1 revenue is forecast to increase yearly by roughly 2.5 percent through the projection period.



Phase II - Ocean Park Enhancements

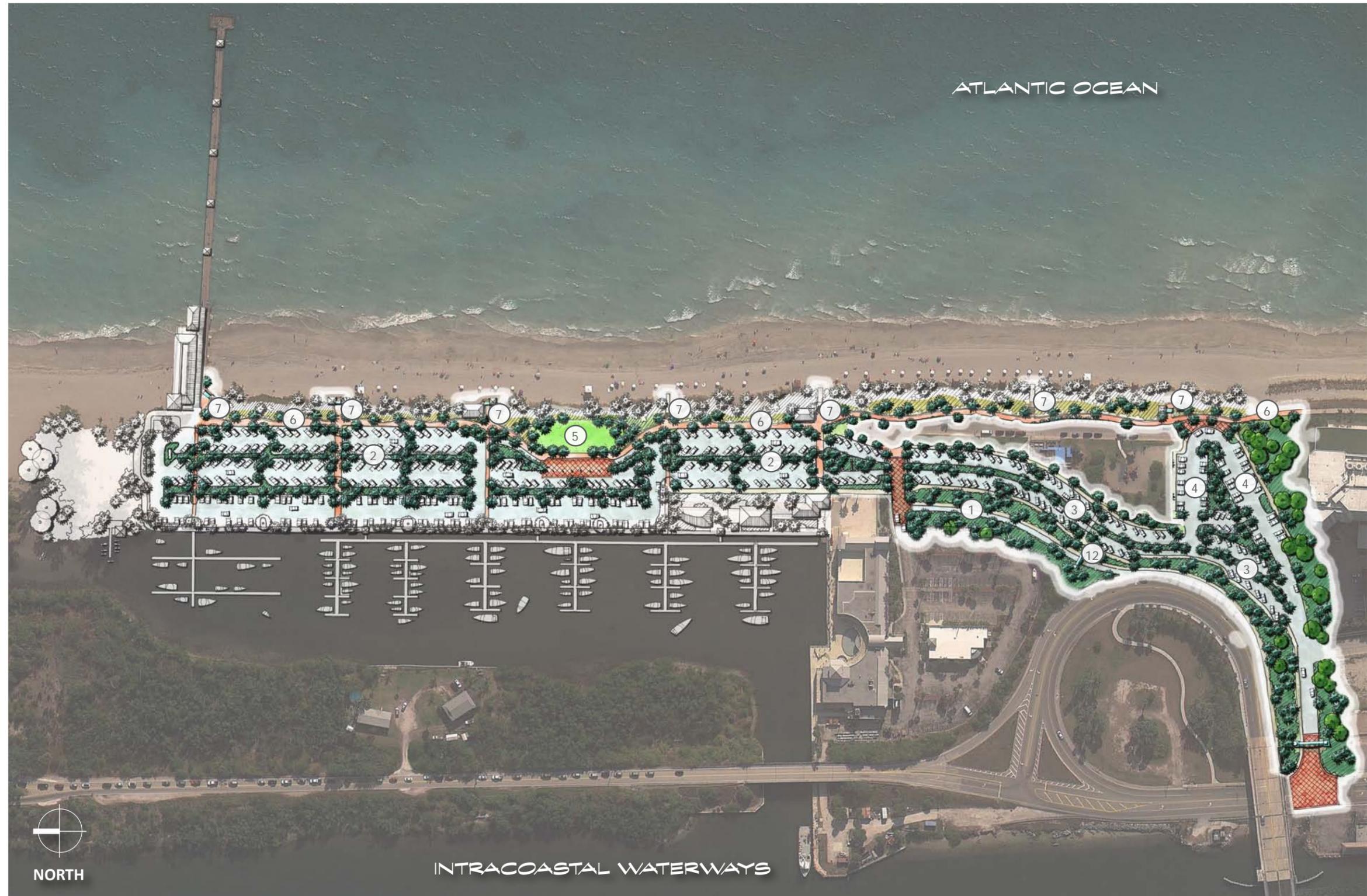
Legend

- ① Re-aligned Entrance ramp
- ② Reorganized Circulation and Parking
- ③ Entrance Boulevard Road
- ④ South Parking Lot
- ⑤ Event Lawn
- ⑥ Pedestrian Beach Walk
- ⑦ Beach Portals

Phase II construction time frame: 10 to 12 months

Capital Improvement Cost (Estimate)

Site Preparation	\$1,587,300.00
Site Utilities	\$484,940.00
Architecture	\$450,000.00
Hardscape	\$1,228,800.00
Landscape	\$535,937.50
Beach Renourishment	\$140,000.00
Site Accessories	\$451,000.00
SUB-TOTAL	\$4,877,977.50
	+ Soft Cost & 5% Contingency
GRAND TOTAL	\$6,812,095.58



Phase II - Enhancements

Once the beautification phase is complete the next step is to work towards the beach enhancement and the arrival sequence. The existing entry drive will be redirected to allow for a more scenic entrance into the beach while creating a safer environment for guests. Iconic signage and archways will be added letting guests know they have arrived. The parking lot will be reorganized for easier access throughout and a safer pedestrian experience. The existing beach grill will be relocated closer to the water and traffic diverted which allows for two large event lawns to be implemented for various city events and recreation. This allows for seamless pedestrian access to the water without having to cross the vehicular traffic flow. Two drop-off locations will be emphasized with decorative paving, native planting and beach portals will be constructed to frame views to the ocean. An interactive fountain will become a focal point for all visitors no matter their age. Finally, a meandering promenade along the existing dune system will be added, giving visitors the ability to walk along the length of the beach safely without worrying about vehicular traffic.

Phase 2 Financial Analysis

The Phase 2 revenue analysis primarily represents new programs proposed as part of the revitalization plan and, therefore, contingent upon completion of the second phase of capital improvements which is estimated to be in 2018.

Additional Parking: Phase 2 of the revitalization plan proposes development of 218 additional surface parking spaces. Based upon the increased activity from added concessions, Beach Grill and redeveloped marina, average daily utilization for the additional spaces is estimated to stabilize at 60 percent (at rates similar to those in existing Phase 1 parking) , which yields the City approximately \$270,000 by year three operations.

Additional Beach Kiosk: The second Beach Kiosk is presumed to operate similar to that of the initial kiosk proposed in Phase 1. As such, the additional Beach Kiosk will create an estimated \$11,000 in annual lease revenue to the City upon stabilization.

Lockers: It is envisioned that the Ocean Park redevelopment and ancillary recreational and dining uses will create a need for visitor lockers. The plan calls for 175 lockers. Assuming the lockers are utilized an average 30 percent per day, with an average 4 hour use and \$1.50 per hour charge, the lockers will yield gross revenue of more than \$110,000 per year.

Based upon the uses proposed as part of Phase 2 of the Dania Beach revitalization plan, the combined revenue from additional parking, Beach Kiosk, picnic shelter and lockers is estimated to be more than \$2,100,000 by the third year of Phase 2 operations.



Phase III - Ocean Park Improvements

Legend

- ① Relocated Dania Beach Grill & Event Lawn/Bandshell
- ② Renovated Educational Building, Mixed-Use
- ③ SeaTech Service Entry
- ④ A1A Under-pass
- ⑤ Sunset Bar & Grill
- ⑥ Marina Walkway
- ⑦ Iconic Landmark Opportunity
- ⑧ Existing Public Parking / Future Parking Garage
- ⑨ Playground
- ⑩ Picnic Pavilions
- ⑪ Service Yard
- ⑫ Entry Gateway Signage
- ⑬ Interactive Water Feature
- ⑭ Marina Village Retail, Restaurant and Banquet Hall

Phase III construction time frame: 12 to 14 months

Note:

Phase III also to include:

1. Beautification of East Dania Beach Blvd.
2. Signage at intersection of US1 and Dania Beach Blvd.

Capital Improvement Cost (Estimate)

Site Preparation	\$806,144.50
Site Utilities	\$160,900.00
Architecture	\$12,091,450.00
Hardscape	\$407,510.00
Landscape	\$300,000.00
Site Accessories	\$1,767,950.00
SUB-TOTAL	\$15,533,954.50
	+ Soft Cost & 5% Contingency
GRAND TOTAL	\$21,693,167.46



Phase III - Improvements

The third and final phase of this revitalization plan will be tasked with continuing opportunities; limited residential, provide a parking garage to accommodate visitors during high season and adding a banquet hall for local events. The existing FAU facility will be reworked and transformed into a retail village, offering shopping, multiple restaurant opportunities and a number of residential units for lease. A connection will be created under the bridge to link the west parcel to the beach and showcase an iconic waterside restaurant that will surely become every boaters favorite hot spot. Landscape improvements within the Dania Beach Boulevard circle and along the intracoastal waterway will increase visibility to the beach and add even more of the much needed feeling of arrival at the City of Dania Beach's stunning Ocean Park.

Phase III Financial Analysis

Phase 3 of the Dania Beach revitalization plan is proposed as a long term, with capital improvements not planned to commence for at least 10 years. Nonetheless, this phase of the revitalization plan visualizes a redevelopment of the existing SeaTech facility into retail, office, residential and structured parking. A summary of general performance estimates follows:

Retail: The retail component proposes 15,000 square feet of multi-tenant leasable area. The retail space will be leased to a third party operator and the City will charge rent in the amount of \$20 per square feet in the first year of operations, increasing 2.5 percent thereafter.

Office: The office component proposes 50,000 square feet of multi-tenant leasable area. The office space will be leased to a third party operator and the City will charge rent in the amount of \$16 per square feet in the first year of operations, increasing 2.5 percent thereafter.

Residential: The plan proposes 16 rental units with an average 1,000 square feet of living area, average net rent of \$1.50 per square foot, 5 percent stabilized vacancy and 45 percent operating expense.

Parking: The density proposed for SeaTech, combined with enhanced waterfront activity from all phases of the revitalization plan, indicates the need for 750 additional parking spaces within a structured garage. Stabilized annual occupancy is estimated to be 45 percent with a \$3.00 average daily charge per space. This accounts for some non-charge parking spaces to retail tenants and office visitors.

Although not expected to earn revenue until at least 2026, Phase 3 is forecast to generate nearly \$1.5 million in revenue to the City upon stabilization.

Dania Beach Grill (Relocated): As proposed within the revitalization plan, the Dania Beach Grill is proposed to be relocated and rebuilt. Although there are no specifics as to the new facility in terms of size and build-out, we assume it remains a casual beach front dining place similar to the existing restaurant (at 4,500 square feet of rentable area). However, we do consider that there will be upgrades to the kitchen, seating and outdoor area with a greater demand base given the Ocean Park revitalization. For this analysis we based upon annual sales of more than \$1.4 million upon stabilization.

Picnic Pavilions: The Dania Beach Ocean Park revitalization plan proposes 14 picnic shelters to be built in Phase 2. These shelters will provide many opportunities for residents to hold different type of events with the amenities that they deserve and would benefit from. They would be a great place to settle in for a day, and enjoy all the amenities of the Tootie Atler Park and nearby beach. If all picnic shelters are occupied an average between 5 to 10 percent on a daily basis at an average \$100 per day, the City will generate approximately \$40,000 per year, with annual escalation of 2.5 percent.



Summary of Net Revenue from Operations and CIP (All Phases)

REVENUE	FISCAL YEAR	ACTUAL	BUDGET	FORECAST					TOTAL FORECAST
		2011/12	2012/13	2015	2019	2023	2027	2031	thru 2033
PHASE 1									
	Pier Visitor/Rental Revenue	\$373,536	\$375,000	\$375,000	\$520,050	\$633,630	\$772,017	\$940,628	\$14,187,969
	Existing Parking	\$420,000	\$420,000	\$465,238	\$684,714	\$755,797	\$834,258	\$920,865	\$15,024,690
	Quarterdeck Restaurant			\$350,000	\$393,928	\$443,370	\$499,016	\$561,647	\$8,965,904
	Dania Beach Grill (Existing)	\$32,292	\$33,000	\$34,650					\$177,923
	Concession Services (Kiosk, Rental)			\$25,120	\$27,728	\$30,606	\$33,784	\$37,291	\$601,524
	Sub-Total - Phase 1	\$825,828	\$828,000	\$1,250,008	\$1,626,420	\$1,863,403	\$2,139,075	\$2,460,431	\$38,209,474
PHASE 2									
	Proposed Parking (Expansion)				\$129,142	\$285,097	\$314,694	\$347,364	\$4,414,144
	Additional Beach Kiosk & Lockers				\$125,475	\$138,501	\$152,879	\$168,750	\$2,250,008
	Sub-Total - Phase 2				\$254,617	\$423,598	\$809,601	\$901,069	\$10,760,956
PHASE 3									
	SeaTech Retail						\$278,100	\$313,004	\$2,280,931
	Dania Beach Grill (a/f Relocation)						\$92,700	\$104,335	\$800,310
	SeaTech Office						\$700,400	\$788,306	\$5,766,789
	SeaTech Residential						\$148,320	\$166,935	\$1,280,496
	Picnic Pavilion (Stalls)						\$39,283	\$43,361	\$334,812
	Parking Garage						\$286,206	\$355,407	\$2,638,678
	Sub-Total - Phase 3						\$1,266,909	\$1,458,345	\$10,821,085
	Total Revenue - ALL PROGRAMS	\$825,828	\$828,000	\$1,250,008	\$1,881,037	\$2,287,001	\$4,215,585	\$4,819,845	\$59,791,515

CAPITAL IMPROVEMENTS			TOTAL
	% TDC Allocate/YR.		
	Yr. 1	Yr. 2	
Phase 1 - Beautification (2015)	100%	0%	\$1,531,535
Phase 2 - Enhancement (2017-2018)	60%	40%	\$6,812,095
Phase 3 - Improvements (2024-2025)	60%	40%	\$21,693,167
Total CIP			\$30,036,798

SUMMARY OF NET CASH FLOW	2015	2019	2023	2027	2031	TOTAL
Total Revenue (All Programs)	\$1,250,008	\$1,881,037	\$2,287,001	\$3,873,557	\$4,434,889	\$55,552,748
Total Potential Grant Funding		\$200,000				\$200,000
Total CIP (All Programs)	(\$1,531,535)	(\$6,812,095)		(\$21,693,167)		(\$30,036,798)
Net Cash Flow	(\$281,527)	\$1,881,037	\$2,287,001	\$3,873,557	\$4,434,889	\$25,515,950
Cumulative Cash Flow	\$733,992	\$369,919	\$9,002,100	(\$716,821)	\$16,211,885	

The Ocean Park Revenue Analysis is based upon an assessment of proposed revenue producing opportunities in conjunction with the revitalization plan's proposed capital improvements. This analysis provides projected annual revenue (through 2033) for existing and proposed revenue opportunities, with resultant net cash flow after capital improvement costs.

The analysis provides the background information and key highlights of the Revenue Analysis which correspond to the detailed revenue model. Accordingly, there are a number of conditions and factors guiding the Revenue Analysis, including but not limited to:

- The proposed revenue programs are based upon existing revenue sources (such as parking and existing restaurant) as well as new program sources which have been created as part the revitalization plan;
- The analysis of existing revenue utilizes historical operating information provided within the City of Dania Beach Annual Financial Reports/Budgets as well as additional data provided by City staff;
- Given the fact that the revenue programs are based upon preliminary revitalization planning concepts, the projected revenue for both existing and proposed revenue programs is provided on an order- of-magnitude basis. The revenue program assumptions and estimates herein will need to be refined as more detailed planning and operating structure evolves;
- The revenue analysis herein does not include the marina operations, either existing revenue or projected revenue the renovations currently in process;
- As discussed in more detail below, the majority of revenue programs will be operated and managed by third party operators; as such, the City's revenue is primarily based upon an estimated of land rent and/or participation fee. The structure of land rent and/or participation fee is arbitrary at this stage and subject to change based upon actual negotiations with vendors/operators; and,
- The timing of revenue program is based upon the proposed revitalization plan capital improvement phasing, which considers three separate phased completed over a 10 to 12 year time frame.

Summary of Revenue and Capital Improvement Programming

Based upon the Dania Beach Ocean Park revitalization plan capital budget, total development costs for beautification, enhancement, and improvement of recreation, dining and commercial uses proposed in each of the three phases is estimated to be \$30.1 million. For this analysis, it is presumed that Phase 1 will be a 12 month construction process, while Phase 2 and 3 will each be 24 months in length (time range is considered from design to construction).

Importantly, the analysis does not account for the City's estimated internal operating costs associated with staffing, capital improvements (outside of those required by third party vendors and operators) and/or administrative costs. Furthermore, the analysis herein does not consider any other financing options to fund capital improvement whether through conventional resources, bonds, and/or any other public/private fund. Our team did some follow up research and conversation with specialists to find any grant opportunities to fund some of the work proposed in the revitalization plan. The grant option primarily applies to Phase 1 and 2, as Phase 3 is too far ahead in the plan. For Phase 1 and 2, there are federal Parks and Recreation grants - Land and Water Conservation Fund (LWCF) and state grants through Florida Recreation Development Assistance Program (FRDAP). These grant funds may be utilized to support land acquisition and for outdoor recreation activity. For federal and state grants under LWCF the maximum grant is \$200,000.

There is also funding from the Department of Interior for recreation and outdoor activities. This is an annual allocation (2012, \$250M). This funding qualifies for recreation activity which includes sports (eg. basketball courts), as well as items such as picnic venues. In 2012, the range in award was from \$5,000 to \$5M. However, the average was \$68,000. For the Ocean Park revitalization plan, there's definitely an opportunity to gain some of these grant funds. However, we are inclined to think this would be capped at \$200,000 given the type of uses proposed and the grant funding limits.

Considering the revenue analysis and capital improvement costs outlined above (and detailed in the revenue model provided in the previous page), the City will achieve an estimated cumulative revenue of \$20.3 million (net of capital improvement costs) from 2014 to 2033.

“The best way to predict the future is to create it.”
-Peter F. Drucker

